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The newsweekly for pharmacy

a Benn publication

May 23 1981

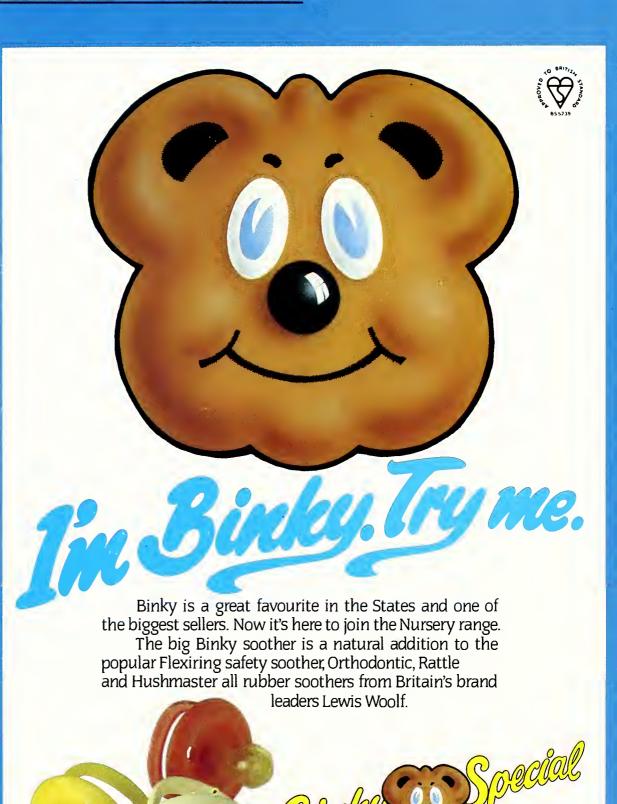
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CHEMIST DRUGGIST

Incorporating Retail Chemist

May 23 1981

Volume 215 No. 5269 122nd year of publication ISSN 0009-3033 Editor:
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Editorial and advertisement offices 25 New Street Square, London EC4A 3JA Telephone: 01-353 3212 Telex 27844

Subscription department 125 High Street, Colliers Wood London SW19 2JN Telephone: 01-542 8575

Subscription:
Home £37 per annum
Overseas & Eire £46 per annum
including postage
75p per copy (postage extra)

ABC

Regional advertisements offices: Midlands: 240-244 Stratford Road Shirley, Solihull, W Midlands B90 3AE 021-744 4427

North East: Permanent House The Headrow, Leeds LS1 8DF 0532 452841

Scottish: 74 Drymen Road, Bearsden Glasgow 041-942 2315

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Muscle power

So it's out. In print. From an official body with the power to extract it. The "it" is the oft suspected and oft refuted fact that the muscle power of the big multiple chains brings them discounts which are outside their suppliers' normal trading terms—and enables them to compete on more than equal terms with other retailers.

The Monopolies and Mergers
Commission report on discounts to
retailers (p1005) may have confirmed
the suspicions of the independent
chemist, but it will do nothing to give
him hope of better terms to come.
The Commission's conclusion is that the
extra discounts are in the public
interest because they are passed on
—though it is conceded that there
would be concern if the discounts led
to the closure of independents, with a
loss of competition.

On this point the Commission suggests that a watch should be kept on mergers. But it is not only mergers, nor even the number of outlets that determines the service offered to the public. The DHSS submission makes the same mistake, when it notes the slowing down in the rate of pharmacy closures. Again, there is more than numbers to be taken into account. A good example can be seen only yards from C&D's London offices, where a stretch of Holborn that sported only one pharmacy a few years ago, now tries to support no fewer than five. Hardly planned distribution, and certainly a distortion of the Register gains and losses account.

One major point revealed by the Commission is that the discounts offered to chains are not necessarily related to cost savings but more to bargaining power. This is not, of course, what the independent is told when he complains.

By coincidence, this week's C&D includes such a complaint from a chemist who is unhappy about Cow & Gate prices: he has done all that he is asked to do—bought well, cut his margins and built up his babycare business—only to find Safeway selling at 4p less than his best buying price. We have given C&G the right of reply and accept their word that terms are only as set out in their price list.

However, on that basis, the best buying price (£12.24 per dozen for 300 dozen and above) allows Safeway only 1p "profit" to cover all their distribution costs and other overheads. Perhaps manufacturers should remember that they have some redress available to them against "loss leader" promotions, because this sort of pricing is in no-one's interest—least of all the consumer's (except for a fortunate few).

The Commission's summary of the NPA evidence may, of course, have been too brief, but it appears the Association was more intent on defending discounts of the type provided by voluntary groups than in attacking the under-the-counter price benefits given to the groups' main competitors. Almost predictably now, the Retail Consortium is delighted with the report since it vindicates the practices which help the bigger get bigger (we regard the "recognition that there will always be a place for efficient independents" as no more than soft soap).

What we need, perhaps, is more reports like that on rural services (p968) which take real account of what the consumer loses by always "taking the money" at the supermarket. Sometimes it is wiser to "look in the box" and realise that maintaining a choice is the better prize.

Classified advertisements

THIS WEEK'S NEWS

Three new faces on PSGB Council

Three out of the seven successful candidates elected this week are newcomers.

They are Mr John Iles, a proprietor pharmacist from north London; Mr Alan Smith, chief executive, Pharmaceutical Services Negotiating Committee; and Mrs Linda Stone, a locum pharmacist from Cardiff. Other members elected to Council are, in alphabetical order: A. H. Beckett, T. G. Booth, W. H. Howarth, and A. G. M. Madge. All were retiring members except Mr Madge who failed to be re-elected on his retirement last year.

Mrs Joyce Gilbert and Mr Bernard Hardisty, a co-opted member, lost their seats.

Of the 32,453 voting papers issued, 10,208 were returned of which 104 were invalid.

Use local pharmacy, says report

Residents lucky enough to have a pharmacy in their village should use it for buying non-medical products as well as for prescriptions and should use their local pharmacy for prescriptions in preference to one nearer their doctor's surgery.

That advice is contained in a community initiatives manual on Alternative Rural Services, published this week. The manual was written to help local communities support, retain and provide various services and has a chapter devoted to pharmacies. After a general introduction to the position of pharmacy in rural areas, which includes an outline of the problems of rural pharmacies, the "one-mile" rule, Clothier and the Essential Small Pharmacies Scheme, the author goes on to suggest ways of helping to retain rural pharmacies.

"Support your local chemist" campaigns, customer surveys to see if changes in "sidelines", hours, etc would be useful and professional business advice are all suggested as ways of improving business for marginally viable pharmacies. If the pharmacist wants to sell his business then the report urges trying to retain the actual building as a pharmacy.

Under alternatives the author notes that "there is no substitute for a permanent/static pharmacy in a locality even if its opening hours are limited". However, joint provision with a sub-post office or ordinary retail shop, part-time pharmacies and collection and delivery schemes are listed as possibilities. The author notes that mobile pharmacies are at present illegal but suggests that strong pressure from a group of communities together with support from the health authority, FPC and Pharmaceutical Society could force a change in legislation.

In remote rural areas, doctor dispensing is the only practical alternative, the author states, but points out that "promoting dispensing by GPs, or rather making people aware of the possibility, may reduce the potential custom for rural pharmacies". Until the Rural Dispensing Committee has been established this particular "alternative" should be sensitively and tactfully handled, he says.

"Alternative Rural Services" by Stephen Woollett, published by the Bedford Square Press of the National Council for Voluntary Organisations. Available from bookshops (£3.50) or by post (£3.95) from Macdonald & Evans Distribution Services Ltd, Estover Road, Plymouth PL6 7PZ.

Dispensing doctors 'overpaid by £8m'

The Rural Pharmacist Association has contradicted suggestions from the Health Minister that doctor dispensing costs less than dispensing by pharmacists. The doctors are overpaid by nearly £8 million a year, RPA claims.

In a letter to Mr John Davies, a founder member of the RPA, Dr Gerard Vaughan had said that when payments to dispensing doctors are compared with payment to pharmacists with the same average number of prescriptions the average cost for chemists is

higher because of the higher rates of differential on-cost paid to smaller pharmacies. The figures for doctors appear slightly higher because these payments include VAT—just under £6 million a year—whereas VAT repayments to pharmacists are made outside their remuneration.

However, in reply, Mr Davis points out that the Minister's calculations had ignored medical practice expenses such as rent, rates, dispensing assistant, etc. "The total justifiable payment to dispensing doctors is their true cost plus their profit on capital invested and 2 per cent pure profit on turnover," he writes. "This amounts to approximately 11.17p per prescription in 1980 compared with actual profit payments of 53.9p per prescription. This amounts to an over-reimbursement of costs and expenses to the tune of £7.99 million per annum."

Mr Davies calculates that the average chemist receives 60.7p (28.2p on-cost and 32.5p fee) for dispensing a prescription with an ingredient cost of £2.50, whereas doctors could receive between 66.5p to 77.5p with no discount deducted and with benefits going towards their pensions.

Mr Davis also complains about Dr Vaughan's statement that "Doctors' dispensing lists are not available for scrutiny by pharmacists because it seems right to respect the confidentiality of the patients and doctors concerned." Mr Davies wonders whether this confidentiality is based on the fact that the public might learn too much about the doctors' earnings.

Dr Vaughan suggested that the purpose of doctor dispensing was to assist patients who might otherwise have difficulty in obtaining medicines, to which Mr Davies replies, "Nobody could possibly accept that during 1979-80 there were 18.7 million instances where patients found difficulty in procuring their medicines from a pharmacy." He also adds that if it is so difficult to monitor doctor dispensing, the obvious answer is to allow rural pharmacists to take over the whole of the pharmaceutical needs of rural communities.

Local shops offering "outstanding service" can win recognition and a cash prize in a competition run by Woman with the National Chamber of Trade. The competition aims to find the UK's top 20 shops, nominations being made by customers. Details will appear in Woman May 30.

'Free movement after rational location in UK'

The Pharmaceutical Society's branch representatives are opposed to free movement of pharmacists within the EEC, without planned distribution of pharmacies in the UK.

At their meeting last week, the representatives voted overwhelmingly for a motion urging the Society to oppose free movement until the UK had adopted planned distribution of pharmacies, in line with other leading EEC countries. Proposing the motion on behalf of East Metropolitan branch, Mr Bob Worby said that although it was contrary to Council's current policy, he believed their policy was not in the interest of UK pharmacists.

Pharmacy was the only UK health profession still waiting for free movement but the other professions did not have the same problems. The Treaty of Rome had called for harmonisation of the conditions of practice before free movement and while the Society, NPA and PSNC all wanted rational distribution of pharmacies and monopoly of medicine sales, the Society, unlike the other two, was willing to see free movement before planned distribution.

The stability of the general practice sector was vital to the whole of pharmacy, he continued, and this would be lost if there was an influx of unemployed pharmacists from other countries. The motion was intended to defend the profession from a gross distortion of the Treaty of Rome which would be disadvantageous to general practice pharmacists.

Other speakers were all in favour of the motion, and thought that opposing free movement would give the profession a lever for getting planned distribution.

Mr Henry Howarth, chairman, Law Committee, then gave the Council's current view. The Society represented all pharmacists and should not favour one group over another. Pharmacy was now the only health profession without free movement in the EEC and this was considered detrimental to the profession.

In his summing-up, Mr Worby said that Council should balance the advantages and disadvantages to the different sectors of pharmacy. It would be a catastrophic disadvantage if the floodgates were opened to unemployed European pharmacists. He was sure the representatives would not be fooled into believing that once free movement was accepted, the Government would then implement planned distribution.



Vestric Vantage recently notched up their 50th complete shopfit and to mark the occasion Mr David Taylor, Vestric's marketing director, presented the proprietor, Mr David Southwood, MPS, of Bridgend, Glamorgan, with a cheque towards the cost of the fascia. It is predicted that the 100th refit will have been completed by the autumn

Branding affects analgesic action

The psychological effect of a brand name contributes to the analgesic action in treating headaches, according to a recent study.

A paper in last week's British Medical Journal showed that in a study of 835 women, a branded analgesic preparation gave significantly greater pain relief than a corresponding unbranded preparation. The brand tested was one of the most popular non-soluble aspirin-based analgesics in the UK, has been widely available for many years and supported by extensive advertising. Active ingredient was aspirin 325mg in both branded and unbranded tablets and these both had the same formulation and in-vitro and in-vivo release characteristics.

The women were divided into four groups and were tested with unbranded and branded placebo tablets as well as the active preparations. They were asked to record the number of headaches in two weeks and the degree of pain relief obtained from the tablets on a six-point scale.

Pharmacologically active formulations gave greater pain relief than the placebos and the branded gave greater relief than the unbranded. The authors conclude the improvement in pain relief due to branding was the same for active and placebo tablets, and that the branding accounted for one-quarter to one-third of the pain relief over and above that obtained with the unbranded placebo.

SMA—no detailed plans for pharmacy

The Socialist Medical Association has no details of its plan to make general practice pharmacy a salaried service, other than the short term proposals outlined in their pamphlet, "Time for change." (C&D May 16, p929).

The method of introducing a rational location of existing pharmacies, health centres and of allocating pharmacists to them was not yet thought out, nor had they established a way of compensating the pharmacists who would have NHS contracts revoked.

Mrs Gwynneth Dunwoody, MP said that the pamphlet was a general policy document designed to stimulate discussion within the profession. "We in the Labour Party have given up writing on tablets of stone," she said, "and prefer that general policy

Mussel constituent

be evolved after discussion."

The anti-inflammatory principle present in green-lipped mussel may be identified within the next six to 12 months, predicts Mr John Croft, a marine pharmacologist researching the nutritional and therapeutic properties of sea creatures.

He told a Press conference on Tuesday that researchers at the University of Auckland, New Zealand, were "allmost at the stage of identifying the active component." Other researchers, carrying out teratogenicity tests in rats, over the past two years, have noticed that the extract produces haematological changes suggesting an action on the immune system. In Australia, scientists had found that green-lipped mussel reduced the gastric ulcer producing effects of several non-steroidal anti-inflammatory drugs in rats and pigs. Mr Croft warned that green-lipped mussel should not be given to patients taking mono-amine oxidase inhibitors because tyramine was produced in its metabolism.

Hospital costing

The Secretary for Social Services has welcomed the decision of the South Western Regional Health Authority to set up a working group of pharmacists and finance officers to examine the feasibility of introducing a uniform costing system for hospital pharmaceutical manufacturing units.

Mr Jenkin told Mr Eric Deakin in the Commons on Tuesday that following the group's report he expected NHS treasurers would introduce a standard system nationally.

Bow-tie send off for Joe Wright after 33 years service

Mr Joseph Wright retired on Thursday as director of the National Pharmaceutical Association group after 33 years service with the NPU/NPA. He is succeeded in this post by Mr Tim Astill, who has been with the group 12 years.

A dinner was held in Mr Wright's honour at the Pharmaceutical Society's headquarters on Tuesday evening. Mr Lewis Priest, NPA chairman, thanked him for all he had achieved and masterminded during his years at Mallinson House. Among these achievements were his involvement in the marketing policy committee formed in 1956 to help members compete with the multiples and supermarkets, the famous NPU hot water bottle being the first "in a long line of products from which has grown into the multi-million pound Numark operation."

In 1962 he was instrumental in forming a liaison committee with the National Association of Shopfitters, from which grew the NPU's pharmacy planning department that has prepared modernisation schemes for well over half the membership. 1963 saw the introduction of the staff training course and in 1969 Mr Wright was behind the establishment of the interfirm comparison department.

His appointment as secretary of the Central NHS (Chemist Contractors) Committee in 1961 came at the height of the "bitter dispute" between contractors and the Government, when Mr Enoch Powell was Health Minister. "It was largely as a result of Mr Wright's initiatives and tenacity that the committee succeeded in

Mr Wright's retirement dinner held this week at the Pharmaceutical Society's headquarters. Left—all the NPA board turned up in bow-ties, following the example of Mr Wright who was rarely seen without one. Right—after the dinner Mr Wright thanks his colleagues

halving the Government's proposed cuts in remuneration and in later securing substantial increases," said Mr Priest. He also played a part in introducing the balance sheet system of remuneration which would still be serving contractors well had it not been for raging inflation.

Mr Priest went on to describe Mr Wright as a "defender of the faith". To some he appeared stubborn, always outspoken, but his colleagues on the board had found him a man who would always listen with great fairness and judgment before tackling, with resolute determination, the job in hand.

During the dinner it was announced that Mr Wright had been elected an honorary member of the NPA and that his portrait was to be painted and then hung in Mallinson House.

His career

Mr Wright was engaged in retail pharmacy from January 1933 until 1947, except for two years study for the chemist & druggist and pharmaceutical chemist diploma examinations and for service in the Royal Air Force during the war, as a commissioned wireless navigator on coastal command. He served a four years' apprenticeship with a private retail pharmacy in Blackpool and subsequently had experience in several branches of a large multiple in London's west end.

After a period of one year on the staff of the pharmaceutical section of the then Ministry of Health, Mr Wright joined the staff of the NPU (as it then was) in April 1948; a year later he was appointed as assistant secretary and in 1955 deputy secretary. He became secretary and manager in October 1961 and director of the NPA group from January 1971.

In 1952, Mr Wright was called to the Bar (Middle Temple.) Later, he was elected a Fellow of the Institute of



Mr Priest presents Mr Wright with a specially-cast pestle and mortar. He was also presented with a cheque from members

Chartered Secretaries and Administrators. In the 1978 New Year Honours List his services in the pharmaceutical field were recognised by an OBE. He was elected to the livery of the Worshipful Society of Apothecaries of London in 1978 and in 1980 he was awarded the Pharmaceutical Society's "Charter Gold Medal in recognition of outstanding services in promoting the interests of pharmacy".

Mr Wright was assistant secretary of the Central NHS (Chemist Contractors) Committee from 1949 to 1952, deputy secretary from 1953 to 1960 and secretary from 1961 to 1974. He was chief executive of the Pharmaceutical Services Negotiating Committee from 1975 to 1977 and has been consultant to the Committee since then.

He is a member of the board of directors of NPU Holdings Ltd, NPU Ltd, Independent Chemists Marketing Ltd and NPU Marketing Ltd; and a member of the Standing Pharmaceutical Advisory Committee of the (NHS) Central Health Services Council; Poisons Board; panel of Fellows of the Pharmaceutical Society; the Society's general practice subcommittee; board of management of the National Chamber of Trade; Trade & Professional Alliance; and legislation & taxation committee of the NCT. He is also a freeman of the City of London.









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	Phenytoin B.P.	Tablets 50mg.	1000	£ 3.80	
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CONDITIONER
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CASES OF 12

GILLETTE SAVERS

RIGHT GUARD 3-99

CASE OF 6

DRILOOK 200gm

3-39 CASE OF 6

SILKIENCE 100ml

5.37

CASE OF 12

ALL PROMOTIONAL OFFERS
SUBJECT TO AVAILABILITY AND V

SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

E&OE

General fund deficit of over £334,000—fee increase in '82?

An increase in the Pharmaceutical Society's statutory fees in 1982 seems inevitable, the Society's annual meeting was warned last week.

The retiring treasurer, Mr J. C. Bloomfield, blamed both inflation and the fact that surpluses from publication activities in the years 1978-80 had enabled fees to be kept down. Now, however, despite the fact that 1982 should be a good publishing year with a new edition of Martindale, account had to be taken of the effect of market forces on the Society's journal.

Mr Bloomfield said that journal surpluses of £45,000 and £69,000 in 1978 and 1979 had been transformed into a 1980 deficit of £114,000 because rising costs could no longer be matched by increasing advertising revenue.

As a result, the Society's general fund showed a deficit of £334,620 against surpluses of £412,862 and £261,277 in the previous two years. Fees would therefore have to be increased in 1982, though Mr Bloomfield hoped that a new

policy of making small yearly increases would be adopted, rather than the former practice of holding fees for as long as possible and then having to make a large increase. "It has not previously been possible to get this accepted by the authorities responsible for the oversight of the Society's fees structure," Mr Bloomfield claimed.

The treasurer also reminded the meeting that "benevolence" was one of the charter objects of the Society and he announced that an appeal would be launched later this year to replenish the Benevolent Fund.

College of practice

Earlier the president, Mr David Sharpe, had commented on the establishment, on January 1, of the College of Pharmacy Practice.

"The College is a separate legal entity, being a company limited by guarantee and a registered charity.

"After five years discussions will take place to determine whether the College will separate completely from the Society." Until such time overall control will remain with the Society's Council because we comprise 24 of the 26 College governors who, in total, are the board of directors and the only members of the company. The board had a responsibility to implement the aims and objectives of the College and Mr Sharpe hoped that it would be seen to be independent of the more political activities and responsibilities of the Society's Council.

He said: "A significant number of pharmacists should be associated with the College to facilitate a democratic development of policy."

Preregistration tutors

Mr Sharpe earlier expressed publicly the Council's gratitude to the pharmacists who were to guide the preregistration graduates through the new structured requirements. "The goodwill and enthusiasm of these pharmacists, and where appropriate their employers, are essential if we are to ensure that these graduates begin their careers with a responsible attitude to their professional practice, a willingness to make professional decisions within the current competence and a desire to continually improve their standard of practice."

Mr Sharpe noted that the newstyle BNF was being favourably received by both medical and pharmaceutical professions. However, the pharmaceutical industry had not exactly welcomed it and the president suggested their displeasure had been compounded by "some sensational embargo-breaking by the lay Press based on a probably deliberate misconception that the book was 'blacklisting' a number of proprietary

J.Collis Browne's is alive and well-

AND DOING VERY NICELY THANK YOU.

The reformulation in 1977 has successfully achieved the objectives set out:-



The original Compound replaced by the new Mixture



Is now a normal pharmacy only medicine
— no signature or prescription required



Previous concern of minority abuse potential now not applicable (see formula details below)



Retained efficacy and acceptability



Regained a sales growth with proper advertising support level



OLD COMPOUND

Morphine
(Anhydrous)
Average Dose:
10 drops = 2.8mg.

Chloroform Average Dose: 10 drops = 0 · 1ml.

Sizes 10ml. 28ml.

Guaranteed Product From

Another

INTERNATIONAL LABORATORIES

medicines." The Joint Formulary Committee had now had a "very useful" exchange of views with the ABPI and another is planned with the Association of Medical Advisers to the Pharmaceutical Industry. Mr Sharpe noted that there had been "hiccups" in the distribution of the first issue to some pharmacists and medical practitioners.



The president, Mr D. N. Sharpe, presents the Society's Charter medals. Above, Mr J. C. Bloomfield, retiring treasurer of the Society, receives the gold medal for outstanding services in promoting the interests of pharmacy; below, Mr A. King receives the silver medal for outstanding services to the profession locally



The president said that Council had now had opportunity to comment on draft regulations dealing with the establishment of the Rural Dispensing Committee and looked forward to receiving, for comment, other draft regulations on the implimentation of its recommendations. "It is proposed that the committee shall consists of a lay chairman, three pharmacists, three doctors, and three lay persons."

Members' comments

Mr Stanley Bubb, Dorset congratulated the Council on its report but questioned their acceptance of the manpower committee's report. He suggested that the anticipated increase in the size of the register should not be prevented but that the additional personnel should be used to reduce the workload of practising pharmacists.

The only other member to comment on the annual report was Mr Stanley Durham, Sheffield, who made two points—That leap-frogging be outlawed in the code of ethics, and that a list of first-aid equipment required for the training of preregistration graduates be provided by Council.

TOPICAL REFLECTIONS

By Xrayser

Soft options

Did you read the article in last week's C&D by Mr G. A. Aldrich, a former proprietor pharmacist, which dealt with the fascinating potential for franchise pharmacies? I looked at it twice—and then again—because it demanded a lot of thought.

I too have seen them in operation in various parts of the world and would agree that in the main they are successful—for the availability of expert market advice and management skills can only benefit the proprietor. In joining the scheme he has to recognise that the franchise company has a very healthy interest in his profitable growth—so much so that if he's got any brains he will use the services to the full to get the best out of them.

I think a good many of us are ready now for such an operation because we have been forced to recognise that. in small businesses, no matter how hard we work or how diligently we try to assess our market, we just cannot cover everything adequately. We muddle through and while we don't do so badly. I reckon our willingness to join Unichem, Vantage, Apocaire, Numark, or whatever else is a sign that we are also willing to surrender quite a degree of our independence in return for managerial aids or a simpler life. The trouble is none of our present helpers has been able to deliver the goods so far . . . literally or figuratively.

Then, too, our reasons for joining various wholesaler deals were never simple, being horribly complicated by Government pressures on our cash flow and the need to take up discounts where best we could. Had the inter-wholesaler competition been less desperate and suppliers been able to keep full inventories, we in turn would not have been forced to continue dealing with three or four firms because of out-of-stocks. Thus it seems to me that had economic conditions not hardened into permafrost, many of us would have been content to become de facto franchise agents for one or other of the bigger groups.

Resistance to the disciplines demanded may have been the greatest problem, but with some of the exponents of groups seeming to have more in common with faithhealers than the practical realities of retail pharmacy, few of us were willing to commit ourselves 100 per cent to

wingless flight. I wasn't anyway.
But if we could be sure of the quality
of the deal . . . the ability of the
operator to deliver the goods . . .?
I don't think it would be a soft option;
exciting would be a better word.

Thanks Joe

I said once before, on the occasion of Joe Wright being awarded the OBE, that I know of no-one who had done more for retail pharmacy—if only because of his continuous hard-headed realism in levering our understanding of our role from a 19th century concept (25 years ago?) into something approaching a 1980s view.

Indeed, he may well be responsible for the survival of my pharmacy and others of its kind—which has to be good for ourselves and the community. I greatly welcome the opportunity of saying so here, and have sent my contribution to his retirement fund. Thank you Mr Wright.

Cosmetic

The reps have been around talking busily (though with an edge of worry) trying to tell me trade is good and the now sell-in is a success, the new colour-match is this year's winner, et cetera, et cetera.

I don't believe it. My experience in this nicely-mixed area is that the girls are not blowing their money on the latest, but are rabitting through my cut-price end-of-lines basket far more earnestly than ever before.

The big Yardley stand is a pain in the neck because the sales don't justify the space or stock, while the Rimmel stock is range multiplied by range to the point that I shall now eliminate products from it unless the rep or the company believes me when I say I aim at four stock turns a year.

What do sell are the special-price deals from known ranges. But how I hope we have a long hot summer, for this dreary grey weather does nothing to stimulate the free-spending impulses in the well-heeled, let alone the rest of my customers.

LETTERS

Babymilk margins

During recent years we have witnessed a steady decline in our sales of baby products as manufacturers distribute their goods more widely and as multiple fights multiple for a greater market share.

Noting these trends, I adopted the practice of bulk-buying babymilks and retailing them with minimal profit added to my purchase price. In this way, our "baby trade" was restored and the resulting increase in general sales offered justification for my action. Those manufacturers who supported me benefited too—particularly Cow & Gate whose babymeals I have always promoted, even to the exclusion of competitive brands.

This week, however, I feel that my loyalty has proved ill-founded —Safeways now sell Premium babymilk for £1.03 which is exactly 4p less than my cheapest purchase price. Dubious deals between manufacturers and major suppliers are commonplace, but in this case only Safeways can benefit. The choice of babymilk is determined before a baby leaves the maternity ward; an increased number of outlets will in no way lead to increased sales.

No doubt Cow & Gate will argue that they cannot control the prices charged by retailers but I strongly suspect that Safeways will not be selling the product for cost or less. Are Cow & Gate trying to drive me out of business?

Frank Nicholson

Edinburgh

Cow & Gate reply: "In recent years the chemist trade has taken an increasing share of babyfood business eg 57 per cent to 58.3 per cent, a 1.3 per cent growth—despite the chemist's comment that manufacturers have increased their distribution. Also, since 1979 babyfood business in the UK has been growing—now to around £100m.

"All C&G prices are as set out in the price list and no other terms are available. We entirely agree with this retailer's premise of quantity buying and offer any customer who can buy in quantity volume discounts, reflecting transport savings etc. Any customer who can buy in quantity can pass this on to the mother. C&G do not offer dubious deals, irrespective of customer size, nor do we or can we set a retailer's selling price. If a retailer buys via a wholesaler the price the wholesaler charges reflects the service

he is offering the retailer.

"It is also a fact that increased distribution can help increase sales, even with babymilks: C&G have found increases in distribution reduce out-of-stocks and some babymilks recommended by health visitors need to be available even if the local hospital is not using the milk. Grocers still only have 5 per cent of the market and stock milks to complete their service to their shoppers.

"Cow and Gate, far from wishing to drive any of their customers out of business, have been particularly supportive of the retail chemist for many years. They will continue this level of support but also have another loyalty to mothers and babies and that is to make their product range as widely available as possible. This is a reflection of Cow and Gate being the largest babyfood company in the UK." (See Comment p967).

RPA articles

Publication of the preliminary articles of association of the Rural Pharmacist Association (last week, p951) will, we feel, enable pharmacists to judge for themselves the policies that, we the undersigned, are trying to pursue.

We hope that presenting these ideas at this stage will help members and potential members to formulate ideas of their own which might improve and expand our submissions and at the same time to define a little more precisely the scope of the RPA envisaged by us.

One of us (JD) has at last heard from Dr Gerard Vaughan on the questions submitted to him at the LPC conference (see p968). His replies make very strange reading. We would particularly like to study replies concerning rural pharmacy which he has sent to other LPCs in order that we may have a comprehensive picture of the present attitude of the DHSS. One LPC has already been kind enough to send us a copy of their reply: would other LPCs please do likewise.

The questionnaire that we sent out in our previous letter to the Press (C&D, May 2) has produced a patchy response, though replies are still coming in. On reflection it is felt that three or four areas consisting of two or three counties should be very well canvassed so as to ensure an accurate picture of the response from all rural pharmacists in the specific areas chosen. This, we feel, is an important yardstick by which we can submit our fight for a pharmaceutical cover throughout the country.

It would be helpful at this stage, if members or potential members would submit basic questions about the RPA in the form of motions for consideration at the inaugural meeting, rather than letters requiring specific replies—spare time is getting a little scarce. We will endeavour to answer all inquiries, whatever the nature, if it is necessary. We are now contemplating about the first meeting of ad hoc committee members and of all rural pharmacists who are interested in attending. We will probably meet in London on a Sunday.

Finally, I (JD) think Mr Dudley deserves a reply to his letter last week (p912). I hope he will forgive the way I presented my reply to his letter, I am sure he will feel that our general philosophy is very close, and I am grateful to the Editor for putting his remarks forward as an effort in clearing up a somewhat clumsy presentation.

John Davies, Wiveliscombe Mervyn Madge, Plymouth

M&B policy

In C&D, May 16, you published a report of a meeting of the Board of Management of the NPA in which it was stated that May & Baker Ltd had reformulated Anthisan cream and Brolene eye ointment to escape pharmacy-only classification.

I would like to reassure general practice pharmacists that this is *not* the case—neither product has been reformulated, nor will be for such a reason.

It has always been our policy

to sell our products through pharmaceutical chemists and our promotion of these lines, including Brulidine cream, supports the pharmacist.

While on the subject, I would take this opportunity to point out that although Brulidine is now classed as GSL, this was forced upon us by the Medicines Commission, we did not apply for it. Nevertheless, our distribution will be restricted to the pharmaceutical trade.

J. Keir

Pharmacy project manager May & Baker Ltd Dagenham, Essex

PRESCRIPTION SPECIALITIES

Robinul injection

Manufacturer A. H. Robins Co Ltd, Redkiln Way, Horsham, West Sussex RH13 50P

Description Ampoules of isotonlic aqueous solution containing glycopyrrolate 0.2mg in each ml Indications Quaternary ammonium anticholiinergic agent indicated for: protection against peripheral muscarinic actions of anticholinesterases such as neostigmine and pyridostigmine, used to reverse neuromuscular blockade produced by non-depolarising muscle relaxants; pre-operative use as an antimuscarinic to reduce salivary, tracheobronchial and pharyngeal secretions, and to reduce the acidity of the gastric contents; prevention or attenuation of intra-operative bradycardia associated with the use of suxamethonium or due to cardiac vagal reflexes Dosage For premedication and intra-operative use, 0.2mg to 0.4mg intravenously (or intramuscularly as premedication) for adults, 0.004 to 0.008mg/kg up to a maximum of 0.2mg for children. For reversal, 0.2mg intravenously per 1mg neostigmine or the equivalent dose of pyridostigmine for adults, 0.01mg/kg with 0.05mg/kg neostigmine or the equivalent dose of pyridostigmine for children. May

Contraindications Hypersensitivity to glycopyrrolate

be administered simultaneously. from the same syringe as the

anticholinesterase, for greater

cardivascular stability

Precautions Because of the increase in heart rate produced by anticholinergies, should be used with caution in patients with coronary artery disease, congestive heart failure. cardiac arrythmias, hypertension and thyrotoxicosis. Great caution should be observed in pyrexial patients due to inhibition of sweating. Large doses of quaternary ammonium anticholinergics have been shown to block end-plate nicotinic receptors and this should be considered before administration to patients with myasthenia gravis. Administration of anticholinergies during inhalation anaesthesia can result in ventricular arrhythmias. Safety in pregnancy and lactation has not been established Side effects Dry mouth, difficulty in micturition, disturbances in visual accommodation, tachycardia, palpitation, and inhibition of sweating are all anticholinergic side effects

Pharmaceutical precautions Physically compatible with butorphanol, lorazepam, droperidol and fentanyl citrate, levorphanol tartrate, pethidine hydrochloride, morphine sulphate, neostigmine, promethazine and pyridostigmine. Incompatible with diazepam, dimenhydrinate, methohexitone sodium, pentazocine, pen'to barbitone sodium, and thiopentone sodium Packs 1ml and 3ml ampoules in packs of ten (£4.29, £7.51 trade) Supply restrictions Prescription only

Monistat pack

Issued May 1980 ■

Introduction of new packaging equipment has enabled Ortho Pharmaceutical to introduce a modified plastic strip for Monistat pessaries. This is more modern in outline and easier to open than the current pack. Initially it will be printed with the product name in brown but this will change to blue in the near future. The carton is unchanged. Ortho Pharmaceutical Ltd, PO Box 79, Saunderton, High Wycombe, Bucks HP14 4HJ.

Ipral paediatric suspension

Squibb are introducing a paediatric suspension of Ipral. The white, sugar-free suspension contains trimethoprim 50mg in 5ml and is packed in 100ml bottles (£1.45 trade).

Dosage is 10ml for six to 12 years, 5ml for six months to six years and 2.5ml for eight weeks to six monthsall twice daily. The suspension may be diluted to half-strength with water, sorbitol or syrup BP. Squibb E. R. & Sons Ltd, Reeds Lane, Moreton, Merseyside L46 1QW. ■

Searle changes

Searle are replacing both the 50 and 500 packs of Dartalan 10mg tablets with a 100 pack (£4.40 trade). Stocks of the 50 pack will be exhausted by the end of the month but the 500 packs should be available until October. The 25 pack of Serenace ampoules 5mg/1ml is also being discontinued. Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland.

Incontinence system from Coloplast

A new urinary incontinence system for men is now available from Coloplast. The Conveen system consists of a choice of four sheath sizes and an adhesive flexible uriliner which will stretch to accommodate changes in penis size without causing constriction. On removal the uriliner and urisheath peel away cleanly,

leaving no residue.

Conveen is packed in boxes of 30 urisheaths/30 uriliners, approximately one month's supply (£18 trade). It is available on prescription under the Drug Tariff. Coloplast Ltd, Somersham Road, St Ives, Huntingdon, Cambs PE17 4LN.

Slow-Trasicor marks

The letters "BNB", currently marked on one side of Slow-Trasicor tablets are being replaced with the product name. Ciba Laboratories, Wimblehurst Road, Horsham, West Sussex RH12

Rauwiloid colour

The colour of Rauwiloid tablets has been changed from light brown to dark cream. Riker Laboratories, 1 Morley Street, Loughborough, Leicestershire LE11 1EP.

Berkolol shade

The colouring of Berkolol tablets has been changed to a paler shade of pink. Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE. ■

Forceval prices

Unigreg wish to point out the trade price for Forceval capsules 100s is £4.68 and the retail price £8.07. Distributors Vestric Ltd, West Lane, Runcorn, Cheshire.

COUNTERPOINTS

Wet tissue range of four from Rand Rocket

Rand Rocket are to enter the wet tissue market with a range of four products. The market, they say, is a rapidly expanding multi-million pound sector but only Savetts come in a complete range concept.

Of the four products, fresh wipes are intended for all the family and come in a travel pack of 30 tissues (£0.76) in a reusable foil dispenser. Rand Rocket feel this is a more efficient method of packaging, arguing that the container drums in use are difficult to carry around and inconvenient to use. There is also a single sachet 10 pack (£0.51).

Believing the big expansion in the market has come in the baby wipes sector, the company is introducing boxes of 10s and 50s (£0.51 and £1.45 respectively).

The other two areas of activity are



in the toilet wipes (packs of 10, £0.51 and 50, £1.45) and intimate wipes (10, £0.51) sectors. A merchandiser holding the entire range is available and the products are on introductory bonus. Rand Rocket Ltd, Algrey Estate, Sharps Way, Cambridge Road, Hitchin, Herts.

Two new babies from Heinz

Heinz have announced two additions to the $4\frac{1}{2}$ oz jar range, baby muesli and apple yogurt.

The baby muesli contains fruits, cereals and low fat yogurt. Research indicates that it appeals to mothers as "a modern, wholesome and nutritious baby food." The apple yogurt meets the market opportunity offered by Heinz fastest growing baby foods sector.

Baby yogurts were introduced in November 1979 and now account for



25 to 30 per cent of Heinz jar sales, and with apple varieties the largest selling desserts in the strained and junior ranges, are expected to do well H. J. Heinz Co Ltd, Hayes Park, Hayes, Middx.

Green-lipped mussel for pets

McFarlane Laboratories have introduced MKB Combination, a "natural" dietary supplement for cats and dogs. Each tablet provides kelp 75mg, brewers yeast 50mg and green-lipped mussel extract 75mg which provides 18 amino acids and 10 minerals together with traces of the vitamin A and vitamin B group (100 tablets, £2.69). Advertising starts from mid-June in *Here's Health* and most of the pet care publications. A poster is available for POS display.



McFarlane Laboratories Ltd,
New Zealand House, Haymarket,
London SW1Y 4TE. Distributors
New Era Laboratories Ltd,
39 Wales Farm Road, London W3.

Kodak discounts

At the same time as abandoning suggested retail prices for colour processing, Kodak are revising their scale of additional dealer discounts.

The company abandoned SRP's earlier this month (C&D, January 31, p181) and the current two-tier discount structure—one level for colour reversal film services and a higher level for colour negatives—is now standardised at the higher level. However, while the cost of colour negative processing services is not being increased, colour reversal film services have gone up by approximately 17 per cent.

☐ In addition to normal line quantity and turnover discounts, an extra

12½ per cent discount applies to the following Kodak amateur films if ordered before June 30: Kodacolor; Kodachrome (still and movie); Ektachrome (still and movie); instant colour film. Kodak Ltd, PO Box 66, Hemel Hempstead, Herts HP1 1JU. ■

Euthymol push

A national Press and regional radio advertising campaign for Euthymol toothpaste begins in June.

The brand will be promoted in the Daily Mail and on London's Capital Radio for four weeks. Themes for the campaigns are based on four well-known films. Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants.

Come rain or shine

Support for Ambre Solaire this year continues with a national TV campaign running from mid-May to June and in-store promotions and competitions.

Two Caribbean holidays are the first prize in a consumer competition, available to customers of independent chemists and department stores. Customers need to send proof of purchase (till receipts) with their entry forms, answer four questions and complete a tie-breaker. There are 500 runners-up prizes of Ambre Solaire beach bags.

Chemists are invited to enter a window display competition with a prize of a winter cruise for two. Photographs of the display, which must be held for two months, should be sent to the sales manager by August 31 1981. Special window cards and display units are available from L'Oreal (Golden Ltd) Berkeley Square House, Berkeley Square, London W1.



SUPER WERNETS DENTURE FIXATIVE POWDER.

COUNTERPOINTS

Tiny Tim solid air freshener to be launched under Haze label

Reckitt household products are launching a new solid air freshener under the Haze brand name.

Tiny Tim is described as a small slow release air freshener for use in smaller household areas such as kitchens and bathrooms. The product, a perfume impregnated card in a slatted plastic case, comes in three fragrances: bouquet, lavender and springtime and has a variable perfume output. Tiny Tim is estimated to have an average life of about one month.

It has been developed say Reckitts in anticipation of a "considerable expansion" in the small space air freshener market which saw a volume growth of 68 per cent last year. The company says its research indicates high consumer acceptance of the small space air freshener because it is versatile, inconspicuous and low-cost. "The air freshener market is now worth £36m at rsp and looks like rising to a value of £50m in 1981. Indeed it is now the fastest-growing non-food market in the UK."



A national television spend of £400,000 over a six month period starts in July and a launch promotion is planned based on a trial pack offer at £0.26, half the starting rsp price. The average retail price is expected by the company to settle around £0.35 later in the year. Reckitt Products, Stoneferry Road, Hull HU8 8DD.

Tudor 'evenings and offers'

Tudor are hoping to tempt both existing and potential dealers with the launch of a series of promotional evenings in the shape of "Tudorcolour 81". Representatives from photographic and non-photographic outlets have been invited and the company expects a "large number" to attend the champagne buffets.

Special product packs, with corresponding free gifts, will be available to those attending the evenings—upon purchase of £500 worth of Tudor products.

Further promotions to be launched at the evenings include a dealer prize draw.

Tudor's first promotional evening will be held at the Ladbroke Dragonara, Bristol, on May 21 and will be followed by Sheffield's Grosvenor House on June 3; The Post House, Northenden, Manchester on June 10; The Rainbow Suite, London on June 17; and Beaulieu Manor, Southampton on June 25.

The company is also launching a

special offer on twinpack cassette tapes. Tudor's C60 and C90 cassettes have been banded together in packs of two at an rrp of £0.99 and £1.25 respectively.

A further offer is available on Hi-charge batteries. The special packs (£24.96) consist of 48 x TP2s, 24 x TP3s, 96 x TP7s and 48 x TP11s. The retailer also receives a gent's digital watch. Tudor Photographic Group, 30-32 Oxgate Lane, London NW2.

Taking the tube

Clinique body exfoliating cream is now also available in plastic tube (150ml, £6). Clinique Laboratories Ltd, 54 Grosvenor Street, London W1.

Flea spray aerosols

Phillips Yeast Products have added a Vetzyme flea spray and a Kit-zyme flea spray (both 113g, £0.99) aerosol to their range, available in outers of six. Phillips Yeast Products Ltd, Park Royal Road, London NW10 7JX.

Riding along on the Crest of a wave

Free train travel will be available in the Autumn to purchasers of Crest+toothpaste and Head & Shoulders shampoo. The offer is to be featured in a British Rail promotion involving proof of purchase of nine out of 12 leading "grocery" brands.

Following the successful Kellogg's

Following the successful Kellogg's and Persil train travel promotions the concept of a "weekly shopping basket" emerged. A free monthly train pass covering an unlimited number of journeys for a month enables anyone buying an Awayday, weekend or monthly return to take a companion along free.

Procter & Gamble are to announce details of their package to independent pharmacies and pharmaceutical wholesalers in the near future. Selling-in will take place during July and August in time for the September 1 launch date.

The promotion will be spearheaded by a £1 million advertising and promotion campaign, presented by Jimmy Saville and using the familiar "This is the age of the train" format. A national television campaign will comprise a three week burst leading up to September and there will be a five week national and women's Press campaign. Procter & Gamble Ltd, Gosforth, Newcastle-on-Tyne.

ON TV NEXT WEEK

WW Wales & West

NE North-east

London

Lancs

Midlands So South

We Westward

Border

Y	Yorkshire	Α	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is
Ai	rball:				G
	ka Seltzer	•		Т.	n, So, Sc
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			All excep		H. B. U
Co	lgate Der	ntal	_		All areas
	mpound '			\mathbf{N}	I, Y, NE
De	nim body	sp	ray:		All areas
Gil	llette Con	tou	г:		All areas
Ke	ystone X	R3 0	8:		M
Ma	irmite:		Ln, So,	A, M	, We, CI
Oil	of Ulay	:	All	exce	pt Ln, E
Pa	ddi Cosifi	ts:			All areas
Ph	ilips Lady	sha	ive:		All areas



• COMFORTABLE • CONVENIENT • ACCURATE

When your insulin customers are going on holiday introduce them to the outstanding comfort and convenience of the new [B-D] Plastipak Syringe with the MICRO-FINE needle. It will mean extra business for your pharmacy and repeat business, too. Because once they have tried [B-D] Plastipak and experienced its superiority, your customers are likely to want to use it all the time. So recommend [B-D] Plastipak with full professional confidence. Retail price only £1.25 for a pack of 10 syringes.

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BECTON DICKINSON

Becton Dickinson UK Limited, York House, Empire Way, Wembley, Middx. HA9 0PS. Telephone: 01-903 6544.



The professional design of Oral-B toothbrushes hasn't just made them a favourite with dentists and their patients. It has also made them a favourite with the trade.

On their dentist's advice, people are unwilling to settle for anything less than an Oral-B—even though the

professional design makes our products more expensive. This means that your profit margins are higher.

Because their dentist tells them to change their brush regularly, your turnover is greater.

And because of the growing concern about oral hygiene, more



and more people are being converted to Oral-B. Our '35', for example, has shown a 20% increase in volume each year for the last three years.

There can't be many other products which can claim that.

For further details of our range, point of sale material and merchan-

disers, just contact Cooper Health Products Ltd. at the address below.

Hundreds of thousands of people are benefiting from our experience. Why shouldn't you profit from it, too?

The world's first name in oral care. COOPER HEALTH PRODUCTS LTD., GATEHOUSE RD., AYLESBURY, BUCKS. HP19 3ED. TEL: (0296) 32601 TELEX: 837238.

COUNTERPOINTS

Roche consumer and trade competitions

Get back the cost of your holiday is the title of a competition being run by Roche on their Eversun range of suntan preparations. Consumers have to send Roche a postcard telling them in 15 words how Eversun helped them enjoy their holiday. The ten best entrants will each receive up to £500. Bottle collarettes carry details of the competition and an order form for a range of beach items carrying the Eversun logo.

In a trade competition three questions and five possible answers have to be matched up and the supplied postcard returned to Roche. Twice during the season correct entries will go into a draw for each sales territory and one winner in each territory will get back the value of their order up to £100 in cash. At the end of the season there will be a grand draw with a total prize value of over £1,000. A two-week holiday for two will be the first prize with twenty runners-up each receiving a complete set of Eversun beach wear. Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.

Royal style

Denman are introducing a souvenir for the Royal Wedding in the form of a styling brush (£1.65) which comes in a royal blue cover decorated with the commemorative design in silver. House of Denman, 85 Brighton Road, Surbiton, Surrey KT6 5NX.

Eucryl — new flavour and promotions

LRC Products are introducing a new flavour for Eucryl smokers original toothpowder which they describe as cleaner tasting. The launch of the new flavour, available from March 25, will be backed by a consumer promotion to encourage trial and repeat purchase. By sending in three special bands from the promotional packs consumers can obtain a free 50p piece. The promotion will be flashed on 600,000 packs and is open until March 31 next year. National Press advertising will run from August.

Eucryl sales, says the company,



A new self-selection display tray is to be available from LRC Products in June containing the entire range of Durex sheaths, lubricating jelly and Duragel and Duracreme spermicides LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.

have grown by 25 per cent over the past four years in an otherwise static dentifrice market. They estimate the brand is currently worth £2 $\frac{1}{2}$ million at rsp with a 4 per cent share of the market. LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.

'Body image' books

A new "body image" series of books is available from Roberts Publications. The books, written by qualified doctors, aim to bridge the gap between orthodox medical approaches and alternative techniques.

The first to be published is "Baldness and hair care" (£1.33 trade, £2 retail). Other titles are: "The breast and its improvement", "The female zone and pelvic floor sag", "The male genital organs and their improvement", "Cancer: The alternative method of treatment" (recommending amygdalin), and "Live to be a hundred" (available in June). The publishers can supply a four-page leaflet describing the books. Roberts Publications, Larkhall Laboratories, 225 Putney Bridge Road, London SW15 2PY.

Additional Worth

Worth Perfumes have added Je Reviens and Miss Worth vanity bag gift sets and Monsieur Worth travel bags to their range. Prices are £7.95-£16.25. Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4.

Meal replacements 'will remain static'

The next two years do not look bright for the manufacturers of meal replacements, concludes a report published last week by market development consultants Kraushar and Eassie Ltd (KAE).

The market is affected by the economic climate, mainly because meal replacements are regarded as non-essentials, and the outlook should improve as the economy picks up. Only 4 per cent of people interviewed in a survey bought meal replacements once a month and 7 per cent bought them at least once a year; 13 per cent had bought them at some time but 55 per cent said they would never do so.

The report estimates that most meal replacements (80-85 per cent) are sold through pharmacies, Woolworths account for 5-10 per cent, drug stores 5 per cent and other outlets (including grocers) 5-10 per cent. The market leaders Slender and Limmits were the the most heavily advertised products until overtaken by Slim Gard last year.

KAE suggest that more innovation is required to make the products appeal to a wider sector of health conscious people, and the quality needs to be improved as they are often regarded as unsubstantial and unpleasant to taste.

Market growth in artificial sweeteners has been limited, the report continues; 70-75 per cent are sold through chemists, 20-25 per cent through grocers and 5-10 per cent through other outlets. "Opportunities in speciality foods and drinks" (£395, or £50-125 for individual sections). KAE Ltd, 20 Buckingham

Cachet selection

Street, London WC2N 6EE.

Until the end of June Prince Matchabelli are offering consumers the opportunity to purchase a selection of Cachet bath products, all available at £1.85.

The range, comprising foam bath, shower mousse, deodorant, hand and body lotion and shaker tale, will be presented in a display unit holding consumer leaflets with tips on how to create your own individual bathtime. Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

COUNTERPOINTS

'Summer special' prices from Almay

Almay are offering a selection of their most popular products at "Summer special" prices. At the same time they will be launching three double-sized bottles to complement the existing 125ml sizes of ultra light cleansing lotion, gentle skin toner and astringent lotion, each offering a saving of £1.

Products in the Summer special promotion are moisture cream (120ml, £3.15—normal rsp £5.10), cream cleanser (200ml, £3.85—normal rsp £5.80), extra moisture guard (100ml, £3.50—normal rsp £4.95) and oil-free moisturiser (175ml, £2.35—normal rsp £3.50).

The company is also offering a 175ml non-oily make-up remover for £2.20, a saving of 88p, and free refills with any Almay mascara. This promotion will be in-store from mid-June. Almay, 225 Bath Road, Slough SL1 4AU.



Holiday check list

The Alka-Seltzer holiday check list will again be available this summer. Coming in red, yellow and blue, matching POS material will be supplied. The leaflet includes a listing of over eighty items including medicinal, personal and toilet products as well as information on motoring, immunisation and medical treatment whilst abroad. Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough, Berks SL2 4LY.

Diabetic range

Biocosmetics have introduced a range of diabetic products under the Celaton name: Lunch bars (£0.20); syrups (500ml)—raspberry (£2.81), grapefruit (£2.45) and mint (£2.35); wafers—vanilla (£0.75), chocolate, hazelnut, praline, lemon (£1.02); croquettes (£0.72); cough candy sweets (£0.97). Biocosmetics (London) Ltd, 128 High Street, Edgware, Middlesex.

Photo Science in 1981

Photo Science Ltd's 1981 catalogue is now available. The 40-page item includes darkroom equipment, slide and negative storage systems, slide display units and general photographic accessories. Free copies are available from Photo-Science Ltd, Charfleets Road, Canvey Island, Essex, SS8 OPH.



Rabinsons

Robinsons PROTEIN BABY FOOD

PROTEIN BABY FOOD

Ready cooked for babies

from 4 months

BABY CEREAL

BABY CEREAL

BABY RICE GLUTEN FREE BREAKFAST CEREAL

EAKFAST CEREAL

Robinsons



he jumped of

Then old Mrs. Rabbit took a basker and her

Stismown Served.

DGE OAT

Ready cooked for babies

or babies from 4 mor

In just three years the baby cereal market has grown by almost 50%. And Robinson's have long been brand leaders in cereals.

To maintain this dominant position, we've thoroughly revised and improved our complete range of cereals.

Our Mixed Cereal, Baby Rice, Porridge Oats and Protein Baby Food have all been reformulated, and additional vitamins and minerals have been added to all of them. And we'll be supporting the range with a £600,000 above-the-line budget.

So if you want to eat better in the future, look to Robinson's Cereals now. They'll serve you right.

ROBINSON'S BABY FOODS

Helping feed babies properly

NEWS EXTRA

Vitamin C allowance in UK 'too low'

Speakers at a recent symposium on vitamin C criticised the UK recommended dietary allowance of the vitamin as being far too low.

Dr Anders Kallner, Karolinska Institute, Stockholm, suggested that 100mg daily, rather than the present RDA of 30mg, was a more realistic figure. Absorption studies in man have shown that only about 8 per cent of the vitamin is absorbed and a daily turnover of 70-80mg is required to maintain optimal blood levels. Smokers should have an RDA of 140mg daily.

Dr Leif Hallberg, University of Götenborg, Sweden, stressed the importance of vitamin C in aiding iron absorption and said studies had shown that 30mg of the vitamin, ie 10mg for each of three daily meals, had no effect on increasing the uptake of iron from food.

Other speakers suggested that

vitamin C might inhibit the formation of nitrosamines, which have been implicated in cancer, although evidence is as yet inconclusive. Professor John Dickerson, University of Surrey, said that although there is evidence that in some cancers, such as breast tumours, there is a greatly increased vitamin C requirement the effect of satisfying that extra need is unknown. But he felt that no potential treatment for cancer should be ignored even if the evidence for its efficacy was slight.

The symposium, held at Warwick University, was sponsored by Roche Products Ltd.

Branch runs safety poster competition

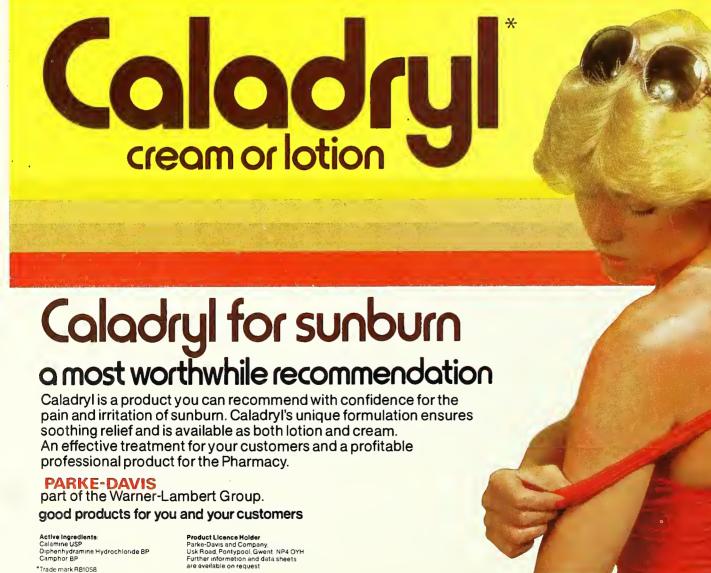
The Pharmaceutical Society's Harrow and Hillingdon Branch recently held a reception for the winners of a poster competition organised jointly with the Harrow road safety committee.

The aim of the competition, run

through local schools, was to produce a poster warning the public of the dangers of driving while taking certain medicines and at the same time to teach the potential young drivers taking part. The branch used its publicity grant from the Pharmaceutical Society to finance the competition and the prizes were donated.

First prize of a six week driving course was awarded to Tanya Wagner, Lowlands Sixth Form College, second prize went to Beata Kurowska, Heathfields High School, and third prize to J. Evans, John Lyons School.

Mr J. C. Nicholls, public relations officer, told C&D that the branch hoped to have one of the posters printed and copies displayed in local doctors' surgeries. Only about a dozen entries had been received but he thought that, judging by the high standard of those submitted, there had been some pre-selection at school level.



natura olements

For natural well being from General Nutrition Ltd.



Potten End, Berkhamsted, Herts., HP4 2RN.

HEALTH FOODS

High rewards for the right approach

Selling health foods may have its virtues, but not all pharmacies are suitable for this type of diversification. David J. Reid, BPharm, MPS, offers some advice based on personal experience.

Looking for expansion? Space to spare and uncertain which new range to stock? Toiletry competition turning your thoughts to less competitive, more profitable lines? These and many more reasons have been promoted in the past for diversification into the field of health foods. It all sounds a grand idea but beware "though the rewards may be great there is many a slip twixt cup and lip".

Much has been written extolling the virtues, both commercial and professional, of stocking health foods. Most have been written by or using information derived from the various commercial companies active within the trade and then extrapolating this information to produce conclusions on the prospects in pharmacy. This approach suffers from the obvious fault that the contributor, though he may be an expert on the health food trade, knows little about pharmacy. This article is an attempt to correct this error and to put the subject into proper perspective.

First of all allow me to declare my interest so that those of you who have heard it all before can proceed elsewhere in the journal. I am a practising pharmacist in Southend-on-Sea, Essex, and started in health foods some ten years ago when I had the opportunity of devoting part of the shop, on a mezzanine floor, to a new department. The experiment was sufficiently successful that, as a company, we now run three health food shops in Essex under the Natrafoods banner and have set up a consultancy scheme to encourage pharmacists to benefit from our experience and establish their own health food departments. Our largest store is in Southend only two doors away from the original pharmacy in which it was born. It outgrew its nest $2\frac{1}{2}$ years ago but left as its legacy a pharmacy double in size owing to previous expansion of the health food section.

For me the venture has been singularly successful, but the market is not quite as rosy as would appear on the surface. It is not a venture that should be treated lightly and will not be suitable for many pharmacies owing to their size, type or geographical situation. It is said that a population of 25,000 is required to support an independent health food shop but depending on the space availability within the pharmacy, where an increased turnover can be related to existing expenses, this necessary population size can be considerably reduced. There are many situations where a health food department in a pharmacy will thrive



David Reid

where there is theoretically insufficient local population to support an independent shop.

The biggest danger to the unwary is attempting to treat what is a fully established retail trade in its own right as just another "pick up line" to be stocked alongside the hair sprays, tights and picture postcards of Blackpool illuminations. Marketed in this manner the experiment is doomed to failure and disillusionment The department must be an entity in its own right. The aim is to attract

new customers, those who would not normally shop in a conventional pharmacy, and this can be achieved only by positive identification of this "shop within a shop".

The market may be split conveniently into "food" lines and "remedies". Food will include honey, jams, cereals, pulses, dried fruit, nuts, vegetarian produce, culinary herbs, snacks, dairy and bakery products including flour. Remedies will include herbal remedies, medicinal herbs, biochemic and homoeopathic remedies, vitamins, mineral supplements, protein products, books. magazines, natural cosmetics and toiletry items. The ranges are extensive and though it is unnecessary to stock all the different ranges of similar products it is necessary to stock a comprehensive range to satisfy most requests.

The building block

The health food customer tends to be a complete shopper and will expect you to be able to supply all he or she requires. Attempts by pharmacy to "cream" health foods as supermarkets have creamed many of pharmacy's traditional lines will fail owing to this fundamental lack of understanding of the market. In my experience it is as necessary to stock the food lines as the remedies. The regular shopper is the building block upon whom the more profitable remedy sales can be made. If the customer's food requirements can be satisfied then he or she will return regularly and thus a stable clientele established. This stability is essential for a strong health food section and once established will enable the sales of remedies to be increased.

It is our experience that a new department will start with a food/remedy ratio of about 3: 1 but this should change to 50: 50 or better within about 18 months. If a comprehensive range is not stocked from the beginning then this regular clientele will not be established and an erroneous picture of the potential market conceived.

It has been said that health foods are a "quack" market and should not be associated with pharmacy. I would strongly dispute this. The current fashionable term is alternative medicine, which aptly sums up a more realistic approach to the remedy side. The foods are associated historically with the remedies but,

even so, who can dispute that food products which are unprocessed and contain no artificial additives are not, in the long run, more healthy.

The remedies should be treated as a true alternative to current preparations available in pharmacies and should enable the pharmacist to enhance his professional standing by broadening his horizons to a range of products which, while universally accepted in many other countries as being the prerogative of the pharmacist, have in England been relegated to the "quackery" of the health food shop. The pharmacist is in a unique position in being able to exploit his professional position to his own commercial advantage while satisfying the demands of a discerning public who are appreciative of his informed advice, hungry for information and positively seeking alternatives for a more healthy way of living

Having been fired with enthusiasm you must now look at the market and

Mr Reid no longer has a health food department in his Southend pharmacy (Robert Howden Ltd) but these illustrations (below) of his Natrafoods store two doors away indicate the wide range of products available. He estimates that six to eight shelves along a 24ft wall is the minimum space needed for a comprehensive selection

your particular shop objectively. Obviously I cannot tell you how to run your business but I will attempt to show what information I think you ought to seek before proceeding any further. You must be fully conversant with the market and I recommend reading the publication Here's Health in order to become familiar with the products advertised and recommended in its articles as these products will be demanded by your customers.

Next go and have a good look round a health food shop, preferably one independent and a branch of Holland and Barrett if you are able. They are the largest multiple in the field and although their range of merchandise offers plenty of scope for competition their shop fitting and merchandising is excellent and much can be learnt from their methods.

Finally contact the manufacturers and wholesalers, in particular Brewhurst Health Food Supplies who are the largest wholesalers in the market and also sole suppliers for such brands as Healthcraft, American Nutrition, Heath and Heather, Allinsons and Prewetts. These are all brand leaders which means that for a comprehensive stock you will have to deal with Brewhurst. While there has been criticism of this company in the past I have found, in the main, that they are reasonably

efficient and helpful. When you are first setting up a department there is a definite advantage in being able to obtain up to 95 per cent of your necessary goods from one supplier. Some other manufacturers with whom direct contact may be a later advantage are English Grains, New Era, G. R. Lane, Healthilife, Health and Diet, Hofels, Granose, Petty Wood, Wilkins and Potters to name but a few, and with apologies to those I have forgotten.

My swansong is that if something is worth doing it is worth doing well. The information in this article concerns the health food trade as I. a pharmacist, see it and how pharmacists may benefit from its expansion. The opinions are my own but based, I trust, on sound experience. I have only been able to scratch the surface of a vast subject but I have tried to show that the opportunity is there if tackled properly. No range of products can be treated in isolation and this is the lesson first to be learnt when reading the dreary rhetoric supplied by some of the manufacturers. If the ground is well prepared and your staff properly trained then the rewards can be high but if approached in a lackadaisical fashion it could be a commercial disaster doing neither pharmacy nor the health food trade any great service.





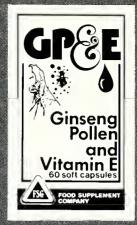
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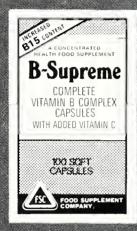
Codliver Oil Capsules.
Garlic Oil Capsules.
Green Lipped Mussell Extract.
Panax Ginseng.
Pro-Vitamin A Capsules.
Rose Hip C100 Capsules.
Super Vitamin C.
Vitamins A.D.C. Tablets.
Wheat Germ Oil with added Vitamin E.

To: Naturewise Ltd., 19 Coates Hill Road, Bickley, BROMLEY, Kent BR1 2BJ
Please send me details of Naturewise Bonuses and discounts.
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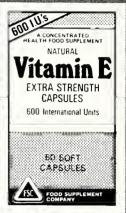
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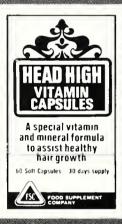
















When you can answer "Yes," you'll be banking the benefits.

Here's why.

You'll be the only pharmacy in your neck of the woods offering best-selling natural health care products by the Food Supplement Company. FSC will supply selected chemists only.

You'll be the only pharmacy for miles around to be supported by FSC advertising worth £120,000 in 1981 alone

— advertising which advises readers to ask you for the products depicted above.

You'll be the only pharmacy with this chance to make high-profit extra turnover – turnover not achieved at the expense of your traditional OTC business.

Send now for the FSC Profit
Improvement Package for Pharmacies.



FOOD SUPPLEMENT COMPANY

C&D Seymour House, High Street, Godalming, Surrey GU7 1AW. Telephone: 04868 28021.

*A division of the Health & Diet Food Company Limited.

HEALTH FOODS

Thought for food leads to a healthy growth

Increasing awareness of the benefits of a healthy diet is boosting the health food trade, which last year grew by 13 per cent in real terms. C&D looks at the opportunities for pharmacy.

Booker Health Foods, who estimate the total UK market through specialist stores at £80 million rsp, say that last year saw a 23 per cent growth, including 10 per cent for inflation.

While it is estimated that less than 10 per cent of health foods and related products go through pharmacies, some manufacturers contacted by C&D predict that these outlets will command a growing percentage.

Dundale Group, for example, predict that 60 per cent of health food sales will eventually go through pharmacies. Granary Foods say that while only 1 per cent of their turnover in cereals and confectionery goes through pharmacies and 90 per cent goes through health food stores, by 1986-90 pharmacies will account for 45 per cent of sales, supermarkets 30 per cent and health food stores only 20 per cent. They base their prediction on experience of US and European markets.

British Cod Liver Oils estimate that dietary supplements account for £25m at rsp and are growing at the rate of 20 per cent per year. Most of this trade is through health food stores. The company believes that, until the launch of the Seven Seas range, pharmacists had difficulty selling these supplements because

there was little advertising and promotional support from manufacturers who sold to health food stores, and because the range of products was confusing. The pharmacist's best opportunity they suggest, lies in offering consumers the more popular lines and leaving the rest to specialist health food stores.

In these pages, C&D outlines how manufacturers are supporting their products and the advice they give to pharmacists wishing to establish a health foods section.

Over 350 products

Power Health offer more than 350 products ranging from natural skincare, through vitamins, supplements, balms to herbal candies.

Power claim to be one of the originators of the ginseng trade in the UK and carry the widest range of ginseng products. Their leading brand is Power G115 ginseng capsules, believed to be the strongest Korean ginseng available (each one being equivalent to 2500mg fresh root) and every capsule contains a guaranteed strength of the ginsenoside R1.

The company has a policy of continuous promotion. The products are packed in dispensers and are

backed with leaflets, showcards, shelf edgers, posters and wide-ranging advertising support, much of which is in full colour. They have a national sales force and offer an advice service with back-up facilities, tailored to the needs of individual retailers.

Last year the company acquired Rutin Products Ltd, manufacturers of green buckwheat tea, a herbal drink free of caffeine and tannin, and Rutivite tablets. Advertising is appearing in Here's Health, Healthy Living, Health Now, Country Fair and The Countryman. Power Health Products Ltd, Union Street, Pocklington, York YO4 2JL.

Pharmacists' range

Naturewise are planning an advertising programme this Summer in Here's Health, Woman, Woman's Own, Woman's Realm and My Weekly. Display posters are available and an information booklet is being produced.

The company's directors are pharmacists and they sell their products only through pharmacies. Their best selling items are wheat germ oil with added vitamin E capsules, cod liver oil capsules, vitamins A, D, C tablets, pro vitamin A capsules, garlic oil capsules, ginseng tablets and super vitamin C. Naturewise Ltd, 24 Steynton Avenue, Bexley, Kent DA5 3HP.

From Unichem

Unichem are planning to distribute a comprehensive range of health foods this summer or early autumn, details of which will be available later. At present they stock the Seven Seas, New Era and English Grains ranges. Unichem Ltd, Morden, Surrey.

ARE YOU OPENING A HEALTH FOOD DEPARTMENT OR SHOP?

A quality range of natural foods, vitamins and supplements produced from only the finest grade of raw materials.
A service that's quick, efficient and national. And prices that are very competitive.



RingTomThackray.

Healthilife

Charlestown House, Charlestown, Baildon, Shipley, West Yorkshire, BD17 7JS. Telephone 0274 595021

HEALTH FOODS

Reducing the initial risks

British Cod Liver Oils Ltd say their Seven Seas range has been designed to take the risk out of entering the health food supplement market because it consists of proven best-sellers and is backed by "massive" advertising supporting their chemist only policy.

The company says that 70 per cent of all pharmacies have taken the display unit holding the full range of seven products—capsules of wheat germ oil; Korean ginseng; cider + 3 dietary aid; super vitamin E; super vitamin B complex with B15 and brewer's yeast; multivitamin, minerals and ginseng; and garlic oil.

Advertising continues throughout 1981 and at the beginning of June there will be a promotion on cider + 3 dietary aid, with showcards and diet sheets. Information for both consumer and retailer is considered of paramount

importance, and the company provides leaflets and an advisory service to the public. A vitamin guide (£0.30) is available to pharmacists and assistants from department CD, Seven Seas Health Products, Hedon Road, Marfleet, Hull HU9 5NJ.

Fifteen additions

Fifteen new products are to be added to the Natrodale range of vitamin and mineral supplements this month, bringing the total to over 70 items. Goods are despatched within 24 hours of receipt of order.

Trade promotions are planned and there is a "no-risk" introductory pack for new stockists. Full colour advertising continues in the specialist consumer Press and a team of sales agents covers the country. Names and addresses of customers sending orders direct to the company are forwarded to local stockists who can then make contact. General Nutrition Ltd, Chestnut Close, Potten End, Berkhamstead, Herts HP4 2RN.

Herbal remedies

Potter's (Herbal Supplies) Ltd claim to be the largest manufacturer of herbal products for prescribing and retail sale in the UK.

Their main distribution is through health food stores but they report many new accounts from chemists over recent months. Supplies are available direct from the company or through Brewhurst Health Food Supplies Ltd and smaller wholesalers.

Itona Products Ltd manufacture a range of products based on soya bean, plantmilk and TVP mixes. Advertising for Potter's and Itona is through Here's Health, Healthy Living and Vegetarian.

The company's advice to pharmacists wishing to set up a health foods section is to contact the sales director, Mr D. J. Hampson, or the senior sales executive, Mr Terry Finnigan, who will ask a representative to call. Potter's (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan.

HOW MANY BEST-SELLERS DO YOU HAVE ON YOUR BOOKER SHELVES?

HEALTHCRAFTS

The leading brand which consists of an extensive range of vitamin and mineral supplements including popular names such as Gev-e-tabs, GEB combination, 5 Day Diet Plan as well as a range of Ginseng products.

PREWETT'S

A comprehensive range of whole food products that gives you the best that nature can provide, in the form of mueslis, stoneground flours, bran and cereal products, fruit bars, fruit juices and mineral water.

AMERICAN NUTRITION

A range of unique dietary supplements from America including leading products such as Acerola Plus

(delicious chewable natural vitamin C tablets) and Stress-B-Vite, an all natural formulation of the vitamin B complex + vitamin C.

ALLINSON

This is the name behind the whole wheat stone ground flour that has been milled for 90 years. The brand also incorporates a range of delicious biscuits, cereals and snacks as well as the famous flours and yeast.

HEATH AND HEATHER

The herbal specialists for over 60 years are now responsible for not only a large range of herbal remedies but a beautiful collection of herbal teas, honeys culinary herbs, and hair care products.

BOOKER HEALTH FOODS LIMITED



Contact V.G. Cayzer, General Sales Manager, Healthways House, 45 Station Approach, West Byfleet, Surrey KT14 6NE. Tel: Byfleet 41133.



We're about to give you a bigger bite.

There are already hundreds of thousands of ginseng enthusiasts in the U.K. A very healthy market indeed. But we think that figure is only a fraction of the potential ginseng market.

As the biggest selling ginseng in this country, Red Kooga is currently engaged in a £250,000 advertising campaign aimed at giving you a bigger bite of that potential market.

It's the largest consumer advertising campaign for ginseng ever: in a range of publications which include Radio Times, Observer Magazine and Reader's Digest.

And when these new customers come into your stores, they

will be asking for Red Kooga.

Red Kooga is made from what is generally agreed to be the best ginseng roots in the world: 6 year old King roots, which grow in Korea. And, alone among ginseng products sold in the U.K., has been granted the British Analytical Control Seal of Quality.

It is available as tablets, elixir, tea - and now capsules to make

it even more acceptable to an even wider public.
If you would like further stocks, or any more details about Red
Kooga Ginseng, contact English Grains Ltd., Park Road, Overseal,
Burton-on-Trent, Staffs. DE12 6BR. Telephone: 0283 221616.

THE KING OF GINSENG.

otter's OF WIGAN

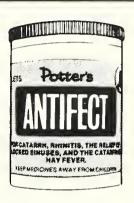
Prior to the war, herbal remedies formed the basis of the health service as we knew it at that time. The introduction of antibiotics and the tremendous technical advances in synthetic chemicals hit herbal remedies hard - seemingly beyond retrieval. But it hasn't happened like that. The problems of drug side reactions, the special concessions to herbal remedies in the Medicines Act and the growing desire of the public to be medicated by 'natural' means have combined to push up the sales of herbal remedies by a mammoth 90% over the last three years alone. By far the major part of this very large business is through health food stores and herbalists.

Chemists who are looking for an extension to the lines they carry should think hard about herbal remedies. It is

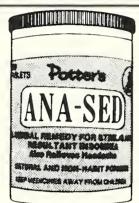
a fast growing market.

Potter's of Wigan are the UK's number one in herbal remedies supplied in tablet, liquid extract, dried herb and other forms. They also produce a range of proprietaries and three of the most important and largest selling ones are illustrated below. May we suggest you prove the value to your sales of herbal remedies by stocking the three mentioned? We will send you literature and, if you wish, have one of our representatives call to tell you about the market and how you can introduce herbal remedies to the best effect.

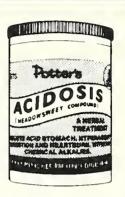
Ring 0942-34761 and speak to David Hampson.



A nerbal internal anti-bacterial that markedly as-sists to relieve respiratory catarrh especially sinusitis and hay fever.



Relieves nervous tension. stress and the resultant in-somnia. A safe herbal seda-tive which contains no drugs of a hypnotic or addictive



The herbal tablet that effectively treats excess stomach acid. It contains no alkali and therefore can be used over a period without the rebound effect of taking



POTTER'S (Herbal Supplies) LIMITED, LEYLAND MILL LANE, WIGAN, LANCS

Producers of herbal remedies and, through its associate
Itona Products Ltd., of
speciality and dietetic foods
including high fibre biscuits and soya based products

HEALTH FOOD STOCKISTS

Nearly number one is now

(Höfels Garlic Pearles)

Absolutely number one garlic product. Quotes from national advertising appearing in May:

"The simple natural internal antiseptic is not a medicine but a pure food supplement."

"Garlic gives relief from coughs and catarrh, those unpleasant symptoms of colds and flu, but it is preeminently known for its regular use as a completely safe internal antiseptic-always ready, always waiting.

"A simple safeguard of good health. Not a medicine as such."

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HEALTH FOODS

Ginseng market now worth £8m

Red Kooga brand is claimed to account for over 60 per cent of the ginseng market which is estimated to be worth £8 million.

English Grains Ltd recently launched a £4m advertising campaign aimed to expand the ginseng market as a whole. The campaign, running for seven months, is using full-colour, full-page advertisements in national magazines and newspapers such as Radio Times, Reader's Digest, the Observer magazine, Punch, Time Out, Good Housekeeping, Cosmopolitan and She. A public relations campaign involves personality lectures, film shows, newspaper and magazine competitions. New POS includes door stickers, shelf talkers and space reservers

The company reports "astonishing" results with its PMT bureau which was set up as an advisory service to support PMT tablets, the dietary supplement aimed at women suffering from pre-menstrual tension. The bureau deals with some 250 letters a week, organises speakers on radio phone-in programmes—usually once a week—and is frequently mentioned in women's magazines and newspapers as a source of information. English Grains Ltd. Swains Park, Park Road. Overseal, Burton-on-Trent.

Swing to pharmacies?

Dundale are following this month's advertising campaign for Tai-ginseng in She magazine with a campaign in national magazines and newspapers.

They estimate the ginseng market will grow to £10 million over the next 12 months, the market for their Sanriku extract of oyster to be worth \pounds_{4}^{1} m and that for pollen/royal jelly products to be worth just over £1m. They believe it will be possible for pharmacies to take three-quarters of this total market in the long run.

Their advice to pharmacists setting up a health foods section is to stock a



range of foods such as bran, unsweetened muesli base, whole grain rice and possibly two or three dried bean varieties. In addition there should be a minimum 20-25 health items including at least one brand of ginseng, a range of herbal remedies and homoeopathic remedies. There should be a wide range of vitamin and mineral supplements, prominently displayed. Dundale Group Ltd, High Street, Tring, Herts.

Granary's Daily Bran

Granary Foods Ltd are introducing Daily Bran, containing wheat bran, raw sugar and honey with added riboflavin and niacin. It provides 25 per cent dietary fibre, 12 per cent protein, 20 per cent sugar and 25.5 per cent starch and dextrins.

The company estimates that the market for their cereals, including muesli, cereal flakes, grain and pulses is worth £20-22 million a year. Granary Foods also market Kalibu confectionery bars, made from the carob fruit and containing no caffeine or theobromine which are present in chocolate. These sales account for £8-10m at rsp per annum.

The company advises pharmacists

Above: Capsules have been added to the Red Kooga range

embarking on a health foods section to stock products in the following order of priority in relation to sales value: Vitamin and vitamin mineral supplements 20 per cent, grains and cereal products 20 per cent, grocery products 18 per cent, confectionery 16 per cent, nuts and seed products 8 per cent, herbs and herb teas 5 per cent, dried fruits 5 per cent, organically grown produce 4 per cent, meat substitute produce (sova based) 3 per cent, honey, maple syrups, preserves 3 per cent. Granary Foods Ltd, Granary House, Wetmore Road, Burton-on-Trent DE14 1TE.

Recent additions

Recent new product additions to the Granose range are soya bran, soya milk, Granose fruit bars, Bologna vegetable protein, and Longo Vitala blend of spices, herbs and vitamins. The company's sales force offers to help pharmacists select the right health foods range. Granose Foods Ltd, Stanborough Park, St Albans Road, Garston, Herts.

We can offer an extensive range of HEALTH and DIETARY products . . .

in addition to our fully comprehensive ethical and OTC stocks

I & N Rabin Ltd, Wholesale Pharmaceutical Distributors

16-24 Orsman Road, London N1 5QJ

Price List on request

Telephone 01-729 0440 (Order Office) 01-739 3411

HEALTH FOODS

Main growth in supplements

Health & Diet Food Group claim a "major presence" in all areas of the health food market with a combined turnover approaching £3 million this year. The main growth area is the Food Supplement Co (FSC) brand.

The company has concentrated efforts on selling through both pharmacies and health stores. The major growth has come from chemists over the past two years and the company expects that within another two years all but the smallest pharmacy will stock a range of health food products. Sales are made direct rather than through wholesalers as the company believes that this type of product requires specialist support and expertise.

The group's promotional budget this year is a record £150,000 of which £120,000 supports FSC supplements.



Advertising is aimed at women and appears regularly in almost every women's magazine throughout the year. The company also supplies leaflets, dispensers and window display material.

Pharmacists who wish to begin in a modest way with health foods are

recommended to order an FSC supplement dispenser with leaflets and show material. The dispenser holds eight top-selling health food supplements—all of them nationally advertised-vitamin E, ginseng, B-supreme, green lipped mussel, Waterfall capsules, Head High vitamins, Blackstrap iron, GP & E capsules (£72.30 trade to return 40 per cent). Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.

Introductory pack

Healthilife are launching an introductory trade pack of four products on June 1. It contains five packs of Dynavite tablets, five ginseng + E + B15, five Pace and five Headstart (£20.15 trade).

One of the best sellers is 4/40 Plus capsules, offered in a counter display box.

A van sales service delivers throughout the UK. If customers ring their orders in by Freefone before 11.30am the goods are despatched the same day. Pharmacists interested in opening an account are invited to telephone Mr T. Thackray (Bradford 595021). Healthilife Ltd, Charlestown House, Baildon, Shipley, West Yorks BD17 7JS. ■

Gifts promotion

Jessup Marketing are running a trade promotion offering the chance to acquire gifts—a camera, barbecue, credit card calculator, clock, pen or wine—on purchase of a four case assortment or multiples of four cases of their products. These are Gre Caps —containing ginseng, royal jelly and vitamin E-Super Gre Caps, Dai-wang

ginseng tea and Fo-ti Tieng herbal tonic, available through Brewhurst. Advertising is appearing in women's magazines and newspapers. Jessup Marketing, 6 Burton Road, Kingston on Thames, Surrey KT2 5TE.

Trade discount

The sustained release Natural Flow Mega Multi 25 vitamin and mineral tablets carry a $33\frac{1}{3}$ per cent trade discount plus 10 per cent extra for the first order. Natural Flow, Green Farm (CAD), Burwash, East Sussex TN19 7LA.

Veterinary range

Denes Veterinary Herbal Products Ltd believe there is considerable potential for sales of their products through pharmacies, particularly in view of increasing controls on animal medicines. At present about 1,000 retailers stock the range, the outlets being almost equally divided between health food stores and pet shops.

An introductory dispenser contains the six most popular tablets in jars of 100-six each of garlic, greenleaf, seaweed, nerve, elderberry and gastric. Once these products are established, Denes recommend extending the range with stage two which contains 6 x 100 rhubarb, raspberry, kidney, Denex, wheat germ oil and 3 x 100 cod liver oil capsules.

All stockists are supplied with a free advisory dispenser containing leaflets on how to treat the more common pet ailments. Members of the public who respond to the company's advertising are sent a list of stockists in their area. Denes Veterinary Herbal Products Ltd. 14 Goldstone Street, Hove, East Sussex BN3 3RL.

THINKING about HEALTH FOODS?

Put your THOUGHTS INTO PROFITABLE ACTION!

Talk to the company who was a pioneer in the field and is abreast with the latest trends in this ESCALATING MARKET today!

NDSE FOODS

Our Sales/Merchandising Force will assist you in selecting the right range and setting it up in your pharmacy: **GRANOSE** products include natural muesli's, brans, spreads, fruit bars, soya milks, vegetable proteins—plus our Pre-Packed 'House of Natural Foods' range of meals, legumes, fruits and nuts.

MARKETING OFFICE, STANBOROUGH PARK TALK TO GRANOSE NOW! ST ALBANS ROAD, GARSTON, HERTS (09273) 72281

SEVENSEAS SUPPLEMENTS GONATIONAL

£300,000 Promotional spend during March-October.



To keep you feeling up to par, vitamins and minerals are essential.

Obviously a balanced diet will provide all that's needed, but too often today people rely on hurried, ill-prepared meals with

too many processed foods. The result is they risk not getting enough vitamins and minerals.

And also at risk are convalescents, the elderly, 'faddy' eaters, people dieting incorrectly, sports addicts, women on the 'pill' or around the menopause.

To combat these various eventualities, Seven Seas have created a unique range of vitamins, minerals and nutritional aids. They will all help you to take better care of yourself.

Each balanced formulation in the range has been carefully prepared and is protected

in easy-to-take flavoured capsules, packed in handy tubs, with approximately a month's supply.

Over thirty years research into nutritional needs ensures that Seven Seas Supplements are of the finest quality.

They are only available from your chemist, who we are sure will be happy to advise on which of our supplements are correct for you or your family.



SEVEN SEAS

Naturally conducive to good health

SEE YOUR CHEMIST TODAY, OR FOR MORE INFORMATION, WRITE TO: THE NUTRITIONAL ADVISER, DEPT, TW, SEVEN SEAS HEALTH PRODUCTS, MARFLEET, HULL HU9 5NJ.

This ad. will be seen by 8 million women at least 6 times. 47 insertions in 15 women's magazines – all in full colour.

For more details, replacement stocks and immediate deliveries, contact your local wholesaler, BCLO sales representative or Terry Simpson on 0482-75234.

HEALTH FOODS

Interest grows in wheatgerm

Beecham report a strong trend towards natural, nutritious foods and add that there is a growing interest in wheatgerm products. Bemax is claimed brand leader with a 65 per cent share of the £2.2 million wheatgerm market.

Research shows that 71 per cent of mothers believe there is a need to improve the nutritional value of breakfast cereal and Bemax, particularly the crunchy variety, is eaten mainly on top of such products; 60 per cent of Bemax consumers use it to supplement convenience foods.

Seventy per cent of all chemists stock Bemax but only 40 per cent stock the crunchy variety, which is stocked by 50 per cent of grocers. Beecham believe there is an obvious opportunity for chemists to increase their Bemax business simply by stocking the crunchy variety.

Until the end of July all packs except crunchy contain a free 1½0z jar of Tiptree marmalade and the 250g packs are carrying a coupon worth 10p off the next purchase of 500g Bemax. Beecham Foods, Beecham House, Great West Road, Brentford.

Jams for diabetics

Whole Earth jams, containing 100 per cent fruit sweetened with concentrated apple juice, are to be advertised in *Balance*, the newspaper of the British Diabetic Association, next month. Distribution in the south starts via Ferryman's in Southampton.

Also available from Harmony Foods Ltd is the Health Valley additive-free range from California, which includes baby cereals—brown rice and sprouted grain—containing no added sugar or milk. The company advertises regularly in the health food Press and uses poster campaigns, free recipe brochures, leaflets and direct mail. Advice to pharmacists is that it is better to have no health foods than a patchy, inadequate selection. Harmony Foods, Cobbold Road, London NW10.

Aiming for doctors

Larkhall Laboratories are currently spending £80,000 a year on advertising their foods and supplements in *Here's Health* and the women's Press, and on promotion to doctors.

Cantassium Co, 225 Putney Bridge Road, London SW15.

Advice on honey

Manley Ratcliffe say that the UK market for honey is worth £12-14 million at rsp and the health food and chemist trades account for about £3m. There has been a marked increase in sales through chemists recently.

Their specific advice to pharmacists interested in selling honey is to talk to one of their representatives about market trends in their particular area, for example, the ratio of set to clear honey sales nationally is 3: 2, but in Northern Ireland it is 1: 10. They also find that specialist shops tend to sell more clear honey than multiple grocers. Another recommendation is

to stock at least six varieties, including blended honey which is the least expensive and accounts for half the sales. Manley Ratcliffe Ltd, Tower Road, Berinsfield, Oxford OX9 8LQ.

Natural toiletries

Weleda's range of natural toiletries has evolved from knowledge gained in the manufacture of their anthroposophic and homoeopathic medicines. About 70 per cent of sales are through health food stores, the remainder through pharmacies, although the trend is towards a greater distribution via the independent pharmacies not adjacent to existing stockists.

Advertising appears in health magazines, *Home & Country*, and *The Lady*, but the main support comes from the sales force who provide regular in-store demonstrations and give talks to local groups. They will devise a sales development and staff training package for individual pharmacies. *Weleda* (UK) Ltd, Heanor Road, Ilkeston, Derbys DE7 8DR.

New Era's spend

New Era Laboratories have allocated about £150,000 for advertising and public relations campaigns for their products, including Combination remedies, the Self Care and Hymosa ranges. The company is the sole UK distributor for Seatone, Hofels Garlic Pearles and two new additions—Hofels reducing plan and Siberian ginseng from Speciality Supplements, New Era Laboratories, 39 Wales Farm Road, London W3 6XH.



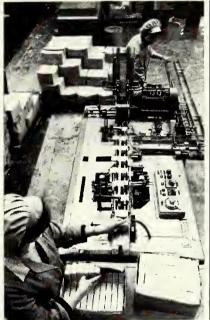
This advertisement is appearing in Health and in Women's Magazines.

Mega Multi 25
Trade Discount 33 1/3%
+ 10% extra for first order.
Flyers and in shop promotion included.

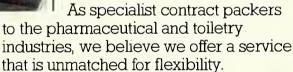
Call 0435 882 482 Natural Flow, Green Farm (CAD), Burwash, East Sussex TN19 7LA

Laleham Packers and

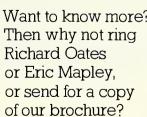
a lot more besides





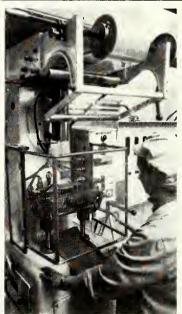


For as well as being bottlers, fillers, tablet counters and strip packers, we're cartoners, cellophane wrappers, skin packers and collators. We've recently added a blister packing facility. And all our operations are backed by our reputation for efficient but friendly service.









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COMPANY	
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Laleham Packers Ltd.

Newman Lane, Alton, Hants GU34 2QR. Tel (0420) 82644.

HEALTH FOODS

Take care with claims

How far can pharmacists legally go in making claims to customers about health foods?

The problems lie in distinguishing between those products licensed as medicines under the Medicines Act and those sold purely as foods. Vitamin preparations, for example, do not need to be licensed if they are sold as food supplements and not claimed to have any therapeutic effect. But as soon as medicinal claims are made, the product becomes licensable under the Act.

If a product is licensed, it may be promoted only for the claims mentioned in the product licence. In addition, the Medicines (Labelling and Advertising to the Public) Regulations, 1978, list diseases for which it is illegal to advertise any medicines to the public. Among these diseases are: senility and degenerative conditions associated with ageing, arthritis (except for the systemic relief of rheumatic pain, backache etc), treatment of insomnia, other than by the secondary effect of the relief of pain etc, and restriction or enhancement of sexual potency.

These regulations also ban "representations", that is, verbal advice from the retailer which could lead to the use of a medicine for these diseases. But a pharmacist is exempt if he or she counterprescribes such medicines for a specific patient in the pharmacy. However, if the product has no product licence and is therefore not classed as a medicine, the pharmacist must not make medicinal claims for it although legally he can sell the product if the patient wants to try it for a medicinal purpose.

So much for law, but in its interpretation it appears that pharmacists enter grey areas in which they can only use their professional judgment. If, for example, a pharmacist piled his window full of green-lipped mussel preparations thereby prompting his customers to ask "What is that for?", he could, if he replied "arthritis", be construed as actively promoting a non-licensed product as a medicine. He would be on safer ground if the product was displayed discreetly and he based his advice on his knowledge of the customer inquiring about it and his own professional assessment of the product.

The Department of Health is unable to give any definitive ruling on how far pharmacists can go because the subject has never been tested in the courts. The Department's attitude is that in view of the strict controls governing the safety and efficacy of medicines, pharmacists would be "ill advised" to recommend non-medicinal products for medicinal purposes, even if they are not breaking the law by doing so.

Other activity

- Consumer advertising by Modern Health Products Ltd will include quarter pages for Sunerven, Athera, Garlodex and Vegetex in Good Housekeeping, She, Woman's Journal, Woman and Home, Woman's Own and Woman's Weekly. About 90 per cent of the company's sales go through health food stores. Modern Health Products Ltd, Davis Road, Chessington, Surrey KT9 1TH.
- Faith Products Ltd have a range of natural skin care and hair products,

including vegetarian/vegan shampoos. Advertising appears in the health food journals and some national magazines such as Company. Faith Products Ltd, 52 Albion Road, Edinburgh.

- Ideal crispbreads, containing only natural ingredients, are being advertised in the slimming Press for the first time this year, during May and June. The advertisements will be in Successful Slimming on May 29 and Slimming magazine on June 26. For retailers there is a special offer of a floor stand which occupies about 2 sq ft of floor space. Scandinavian Suppliers (London) Ltd, 171 Ilderton Road, London.
- The increasing number of cookery writers who are encouraging the use of yoghurt has led to a steadily rising demand for larger size yoghurt makers, say Deva Bridge Ltd. They are responding by introducing a new one litre size to their range (£9.25).

The yogurt makers are non-electric and work on a planned heat loss principle in which the milk is warmed then cooled to a specified temperature and left for five hours in an insulated jar. A thermometer is provided.

Deva Bridge Ltd, PO Box 5, Stowmarket, Suffolk.

■ Here's Health magazine is available either on sale-or-return terms with a 33½ per cent discount, or on firm sale at 35 per cent discount. The magazine, which sells over 70,000 copies a month, covers methods of eating for health and ways to restore health without drugs. Dispensers are provided for shell or counter use and the minimum order is 15 copies a month. Sample copies are available from the publishers, who also distribute health books. Newman Turner Publications Ltd, Beaver House, York Close, Byfleet, Weybridge, Surrey.

A Range of high quality Gluten Free/Low Protein Products



Available from your local wholesaler.

All products, which have a shelf-life of at least a year, are prepared under rigourous conditions of quality control, the highest standards of hygiene and analysed using the latest laboratory techniques to provide accurate rather than calculated nutritional values. For Technical information on our full range please send for a complimentary copy of our "Technical Data Book".

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Lowther Road, Stanmore, Middlesex HA71EL Telephone: 01-206 0522 Vestric offers you much more than a comprehensive range of O.T.C. and ethical products. With Vestric you have the back-up of an experienced team of professionals who are experts in their particular fields.

Your Vestric branch manager for instance is on hand to give you information and advice concerning many aspects of your business - and can be a great help when you're opening a new

shop. In addition our team of trained representatives and tele-sales girls are always keen to keep you informed of buying and selling opportunities. Finally the

Vestric driver in his familiar red van offers you a reliable and efficient delivery service from your local branch.

And there's even more to the Vestric service including Vantage - a complete shop management system covering layout, retailing methods, staff training and point of sale material. All designed to help you, the

independent pharmacist, take on the competition on your own terms. Vestric Limited, West Lane, Runcorn,





We're always there we always care.

BRANCH REPRESENTATIVES

Criticism continues over 'second class' certificate

Criticism of the Society's new registration certificate which began at the BPSA conference continued at the Pharmaceutical Society's branch representatives meeting. Mr James Allen, BPSA president, seconded a Cornish motion which called on the Society to give pharmacists the option of an old-style certificate, on payment of a small fee, at least till May 1982.

Mr Allen refused to accept the Society's argument that the new certificates would eliminate the problem of photocopying and cut down cost. He pointed out that a 1977 Council decision to include a red seal on registration certificates in order to prevent forgery by photocopying, had not been actioned. As to cutting down costs, "the amount saved would be in the region of £0.70 and even a Scotsman, such as myself, would be prepared to pay that."

Members of Council had been unable to give any figures on the relative costs of old and new certificates when asked at the AGM the previous night, and none were offered on this occasion.

Mr Allen thought the morning's motions and debate demonstrated that good public relations were of obvious concern to the conference. "Yet the Society is replacing one of its best public relations documents by an inferior issue. I would not go as far as one newly qualified pharmacist who described it as a 'cycling proficiency' certificate.

"But with eight weeks to go till I qualify it concerns me that my

certificate, when displayed next to my father's or brother's in our pharmacy, will give some members of the public the impression that I am not quite as qualified as them—perhaps just the dispenser. There is no way that today's young pharmacists are second class and the public should not be allowed to even consider this."

Judging the mood of the meeting, the chairman put the motion, which had been proposed by Mrs Mary Shaw, to the meeting and it was carried overwhelmingly.

Public relations

Public relations is obviously important to branch representatives, being the subject of four motions. Dorset Branch proposed that the total contributions from all pharmaceutical sources towards public relations should be centralised into one body with one spokesman responsible for the dissemination of information.

Mr Barrie Thompson said this would have two advantages for the profession—unity and economy. He acknowledged that the Society, NPA and PSNC had a natural desire to conduct their own public relations but felt this created three sets of overheads when the same subject was being discussed. David Sharpe was an excellent spokesman for pharmacy and this was because he was so closely associated with all three pharmaceutical organisations, Mr Thompson suggested. A central body led by someone like Mr Sharpe should conduct public

relations for all pharmaceutical organisations.

Seconding the motion, Mr Stanley Bubb stressed the advantages of co-operation. Everyone had a right to express his own opinion but in dealing with the public it was better to show a united front. Several discordant voices all purporting to speak for pharmacy would be used by their enemies to their disadvantage.

Mr John Mitchell, Leeds, said that co-operation already existed but it seemed inevitable that there would sometimes be differences between different pharmaceutical organisations. They must be able to promote their own separate policies. This opinion was re-iterated by Mr Maxwell Gordon, chairman, Education Committee, speaking on behalf of Council. There was already an informal group which represented all pharmaceutical organisations, he said. A sole spokesman for pharmacy was not a practical proposition because of the differences between the organisations. The motion was eventually lost.

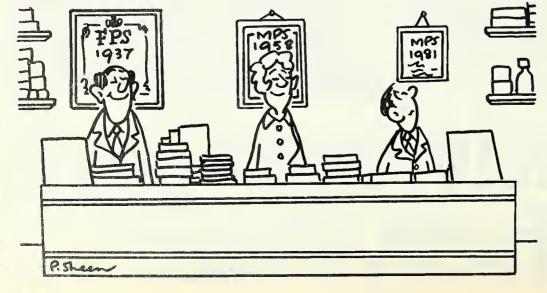
The other motions relating to public relations were all carried. Somerset Branch proposed that the Society's public relations department should run a nationwide multi-media campaign to inform the public about the role of the pharmacist in the health care team.

A need for increased public relations activity was supported by Leeds Branch in a motion urging Council to implement the recommendations of the Organisation Committe for a larger public relations budget. Sheffield Branch proposed that regional communications officers and branch public relations officers should be paid a grant at the start of each financial year at the same time as the branch grant.

A related motion from Gwent Branch called upon Council to consider creating an independent health education programme, designed primarily for children, with special emphasis on the role of the pharmacist in health care. The motion was carried.

Martindale on site

Tpswich and Suffolk Branches jointly proposed the motion that every registered premises should have a current edition of the Martindale Extra Pharmacopoeia with the cost included in the statutory premises fee. Mr V. Thomspon, Ipswich, said a local survey showed that although many



pharmacies did possess a copy, some were about 20 years old. There were no statistics on the distribution of Martindale.

After several years in practice, pharmacists were not completely up-to-date and needed a reference book. Martindale was the only one giving all the information and was good value. If the cost of each edition was spread over five years it would not be too expensive. The extra volumes purchased would also contribute to the Society's revenue.

Dr Gordon Geddes, Edinburgh, saw little point in having Martindale distributed to all pharmacies when some pharmacists would not even bother to open it. Despite a comment from Mr Howarth that a change in the primary legislation, of which there was little chance, would be needed to carry out the proposal, other speakers were in favour. Mrs Duffett-Smith, Cambridge, said that working as a locum she often encountered pharmacies where the only reference book was the *Chemist & Druggist* Price List.

Mr Dengar Evans, Gwent, thought it was curious that "law and logic never seem to walk hand-in-hand". The motion should be supported on a common-sense basis, he said. If Martindale was available in this way it would be better than paying for it all at once. The motion was then carried.

Dilution of medicines

The meeting has asked Council to re-examine the practice of diluting liquid oral medicines to a 5ml dose volume on dispensing. The motion was supported by the Cornish, Glasgow and West of Scotland Branches.

Mrs B. C. Montgomery, Glasgow, listed some of the alternatives—spoons with a 2.5ml line marked in the bowl, graduated droppers, and 5ml syringes used with a withdrawing tube and stressed the need for an accurate, inert, washable device that was cheap.

She highlighted the difficulty of administering accurate doses to boisterous children and the inadvisability of giving high dilutions involving large proportions of syrup to neonates or infants. "Dilutions can lead to colour changes, bacterial contamination, degradation and loss of palatability. Unlike the CRC decision, there are good pharmaceutical reasons for supporting this change." Most of the speakers gave strong support for this motion which was carried.

Mr S. Barton of West Hertfordshire put the motion that the Society should publish every month or quarter, a list of principal officials at Lambeth and their respective functions. It was carried without debate.

The Bristol Branch called for

legislation to ensure that oral dose preparations be marked to assist in their ready identification.

Dr H. McNulty reminded delegates of a resolution passed back in 1971 which called for a five figure code. Today's motion was simply asking manufacturers to mark more tablets

and capsules with their own

"company codes".

Dr R. F. Haines-Nutt of Torbay Branch remarked that "such codes could be then included in the C&D Tablet and Capsule Identification Guide."

The picture was complex and had altered since 1971 with the introduction of product licence numbers, various computer codes

and strip packaging with the NP on the foil," said Mr R. I. Cooper of Lancaster. The chairman then put the motion to the meeting and it was carried.

Prescribing limitations

The tellers were called into action for only the second time when a close vote followed debate on an Edinburgh and Lothian motion, calling for the Society to decide on a limit for the maximum number of prescriptions, dispensed or supervised by one pharmacist in a month.

Mr Millar, proposing, suggested a monthly figure of 4,000 prescriptions was excessive and could lead to errors and the erosion of public confidence." A more equitable work

Continued overleaf

DERMIDEX SKIN MEDICINE

Two important developments for this highly successful new product:

- A substantial advertising push with £150,000 spend in May, June and July.
- An additional smaller pack size (30 g) to attract new users.

Although only launched in mid 1979, Dermidex Skin Medicine has quickly established consumer preference and loyalty. Treating as it does — effectively and quickly — a whole range of skin problems, we already have countless testimonials indicating its wide-ranging efficacy and ease of use compared with previously tried alternatives.

Our advertising, which had already proved immensely successful, is now to receive a major expenditure allocation during the coming 3 months with a spend of £150,000 during May, June and July — months when skin problems are particularly prevalent.

In addition, we have now introduced a 30 g size at only 71p, as a trial pack for first time users drawn by our heavy advertising.



- The new 30 g size is available now from your wholesaler or direct from us (Trade Price: £0.4116 excluding V.A.T.). Usual discounts apply.
- Please check your 50 g stocks to ensure adequate supplies for substantial increases in demand.

INTERNATIONAL LABORATORIES LIMITED

CHARWELL HOUSE, WILSOM ROAD, ALTON, HANTS, GU34 2TJ. TEL: ALTON 88174

Branch reps meeting

Continued from p1003

load would leave the pharmacist freer to supervise, advise and counsel as well as do the many other day to day things in a business man's life.

Some speakers emphasised that one pharmacist could properly supervise a number of qualified dispensing assistants and another applicated the sentiments of the motion but thought the wording inadequate. The motion was carried by 88 to 78 votes.

The chairman was able to make positive statements of either action or intent on two motions. Mr D. Sharpe said that at a cost of £25 the "Statement on Matters of Professional Conduct" was to be sent to all pharmacy graduates commencing preregistration training. His request that a Slough Branch motion to this effect should not be debated was therefore accepted.

The BPSA motion proposing an increase in grant to pharmacists employing preregistration students was proposed by Mr James Allan and seconded by Mr A. Dougall but not debated, after Mr Sharpe announced that in England and Wales the grant was to be raised from £1,265 to

£1,500. The delegates then voted and supported the motion as put.

The Northumbrian Branch called on the Society to seek legal powers to refuse to register pharmacies that were unable to work rotas or provide a service during normal working hours. Mr G. Bullous said the motion was aimed at pharmacies in self-contained shopping areas and hypermarkets unable to control their own opening hours. The service provided was often part-time.

Mr H. Howarth, for the Society, pointed out that the 1968 Medicines Act contained no enabling powers to cover such restriction of registration.

Much debate followed.

Mr M. James, Southend, supported the motion but reminded conference that shopping habits were changing with some people only using hypermarkets.

Mr R. G. Worby, East Met, objected to the "double standards" inherent in the motion. Local FPCs had the power and local knowledge to review particular contracts.

Other speakers thought that it was better to have a presence in certain shopping developments than none at all. Sometimes rotas in city centre pharmacies were unnecessary and often dangerous.

Mr Bullous, summing up, said

that he did not seek to preclude the opening of pharmacies in self contained precincts, but wished to ensure provision of a rota service. The motion was lost.

Motions passed

The following are summaries of motions debated and passed by the delegates: —

☐ Council must take energetic action to voice disapproval of media sensationalism on matters of illness and disease.

☐ The Society and BMA should have a joint policy regarding the use and wording of labels and instructions for dispensed medicines.

☐ Council should strive through legislation to ensure that the sale of all medicines is restricted to pharmacies.

Council was asked to keep up constant pressure on the medical and dental professions regarding the continued high incidence of illegible prescriptions.

A reduced attendance allowance to be paid to members of Council but supplemented by payment of certified locum fees.

☐ The College of Pharmacy Practice to provide comprehensive training on the practical side of all types of pharmacy practice. ■



BUSINESS NEWS

'No abuse' over discounts report clears multiples

The Monopolies and Mergers Commission has cleared large retail chains of abusing their buying powers to extract "extra" bulk buying discounts from manufacturers, and has recommended to the Government that the practice need not be curbed by legislation.

In a report published last week—which concentrates on the grocery trade and is the culmination of nearly four years work—the Commission says that while the preferential treatment of large multiple retailers is "substantial and widespread", it is not against the public interest.

Despite acknowledging that the discounts were not closely related to any savings made in large deals, but more often from the bargaining power of the chains, the report states: "Price reductions have on the whole been passed onto consumers and the practice has encouraged competition among both manufacturers and distributors".

The report also alludes to benefits of efficiency in retailing and wholesaling, in that it has tended to "break down traditional margins, to stimulate the search for reductions in cost and improvements in service, and to encourage more competitive behaviour".

Concern on concentration

It emphasises, however, that the scene is continually changing and that further concentration in retailing might give rise to concern. Some individual cases may already be acting against the public, it says, and recommends that the Office of Fair Trading should consider using its existing powers in such cases.

Six countries are listed in the report as currently operating legislation against price discrimination, the most far reaching being in the US and France

The Commission found that there were several cost savings to be set against the preferential terms negotiated by those buying large quantities, but that few firms attempted to measure these savings as a basis for pricing decisions. Terms were apparently largely decided by "commercial judgment" taking into account overall marketing decisions

and the relative bargaining strength of the parties.

However, it says that no clear line could be drawn between preferential terms reflecting positive commercial advantages to the manufacturer, and those arising from the exercise of "muscle" by the retailer. But from previous detailed inquiries, and evidence from the representations made in the compilation of the report, the Commission concludes that "... discrimination beyond the level justified by cost savings is considerable both in prevalence and degree". It is however satisfied that hitherto the practice has been to the advantage of the consumer.

Independents will continue

The contribution of discriminatory discounts to the reduction in the number of retail outlets has been small says the report—"... independent retailers will continue to exist"—and no evidence was found that the point had been reached where effective competition had been reduced. But concern was expressed that the concentration could reach such a point, and as such the Commission recommends that a close watch be kept on future mergers in the distributive trades.

A submission from the Department of Health stated that in spite of the large number of pharmacy closures over the past 15 years, there was not yet any widespread difficulty of access to pharmaceutical services: "Some closures in villages and outlying suburbs had resulted in inconvenience and individual difficulty for less mobile people and should pharmacy closures continue at the rates of recent years these problems were likely to become more widespread". The slowing down in closures over the past few years was also noted, however, and no single reason was given for closures in the past—redevelopment, changing shopping habits and a loss of trade to supermarkets were given as contributory factors.

On pharmaceutical wholesaling, the report notes that resale price maintenance is permitted for medicines, and that discounts were a feature of general trading, but to a much less significant degree than in the grocery sector, which is attributed to "a reflection of traditional trading methods" in the pharmaceutical sector. Some attempt had been made to measure the cost savings which could be achieved, but measurement was not generally regarded as practicable.

Companies were asked whether wholesalers were able to purchase on comparable terms to those obtained by large multiple retailers and, if not, why not. In pharmaceuticals, three companies said wholesalers were unable to do so because they could not guarantee sales; one stated that the reason was manufacturers gave merchandising assistance to multiples: one said because some multiples took delivery to a central warehouse; and one put forward the rationale that some manufacturers negotiated with retailers and ensured that branded products were supplied against generic

In a section on specific products, several factors emerged. Concerning paper handkerchiefs, all companies gave special terms to some of their larger customers outside the terms contained in their price lists. One company said that in calculating special terms, account was taken of delivery sizes and sales and service costs, while the others said that market factors and the profitability of the individual account were the only relevant factors. One company also gave special discount to selected customers in "lieu of normal promotional support, to conform to their [the retailers'] policies of permanent low prices.

An individual manufacturer commented that one of the advantages of dealing with large customers was that they provided a more effective medium for POS promotions and for the marketing of new products, "other than those aimed at small independent chemists".

Dentifrice market

In the dentifrice market, all companies issued trade price lists and "only two gave quantity discounts". Three companies said that they did not negotiate any special terms outside those contained in their price lists, other than those for special promotions. The rest gave special terms in the form of additional discounts to certain very large customers and periodic rebates, usually determined by sales targets.

Both the National Pharmaceutical Association and the Pharmaceutical Services Negotiating Committee made submissions to the Commission. NPA stated that buying on special terms was common in the retail pharmacy trade and that "buying groups for traditional chemists' items

More Business News overleaf

Profit surge for Unichem

Unichem have achieved a massive 59 per cent increase in pre-tax profits to £13.6 million, and record sales of £168m in what Norman Sampson, chairman, describes as a "very difficult year's trading" (C&D, February 7, p272).

Reserves at the end of 1980 were increased to £9.4m and members profit share jumped up to £11.3m (£8.2m). At the company's annual general meeting a final payment of 2 per cent profit share will be recommended on qualifying purchases,



Norman Sampson, chairman, "Unichem will continue to thrive and do all in it's power to improve the lot of the independent pharmacist"

plus an additional 1 per cent on relevant purchases placed through Prosper during 1980. Interest on members' shares will be recommended at 13 per cent.

Summing up for the future, Mr Sampson says he is confident Unichem will continue to thrive: "The society will do all in its power to improve the lot of the independent retail pharmacist—we have the team to do it and your continued support will ensure success."

Lobby grows against Government schemes

The Institute of Directors has joined the growing hobby against the business start up scheme as drafted in the Finance Bill, currently going through Parliament, (C&D May 9, p917).

Complaints have been voiced from several pressure groups that it is too complicated and narrowly based to be of any practical use. The scheme—which provides relief from income tax on up to £10,000 subscribed for shares in a company in any one year—has been particularly attacked for its

complicated rules to prevent the relief being used merely as a vehicle for tax avoidance.

In Parliament this week, the Government denied that premiums for the loan guarantee scheme—to be launched on June 1—will be too high for many small businessmen to afford. Mr John MacGregor, Under Secretary for Industry, told the House that a wide range of businesses will be able to utilise the scheme, including a "great deal of the service sector" (the business start up scheme does not apply to wholesalers or retailers). He also confirmed that the loan scheme will operate in Scotland, under separate negotiations being carried out.

Multiples cleared

Continued from previous page

and toiletries also enabled chemists to obtain the advantages of bulk buying and to compete on price with multiple retailers". The Association also said they had "no direct evidence of any terms which could not be claimed to effect savings in the cost of suppliers".

PSNC expressed opposition to discounts on any medicinal products on the ground that any scheme which resulted in the purchase by the public of more medicine than necessary was to be deprecated.

The Retail Consortium has welcomed the report, and plans to

meet Sally Oppenheim, Minister for Consumer Affairs, "to make their views known".

Among those firms participating in the report were: Beecham Group Ltd (proprietaries division); Bowater-Scott Corporation Ltd; British Tissues Ltd; Colgate Palmolive Ltd; De Witt International Ltd; Elida Gibbs Ltd; H. J. Heinz Co Ltd; ICI Ltd; Kimberly Clark Ltd; Macarthys Ltd; Northern Pharmaceuticals Ltd; Nurdin & Peacock Ltd; Parke Davis & Co; Philips Electrical Ltd; PTF Pharmaceuticals Ltd; Pretty Polly Ltd; Procter & Gamble Ltd; Raimes Clark & Co Ltd; Boots Co Ltd; Unichem Ltd; Weleda (UK) Ltd. "Discounts to Retailers" is available from HMSO, price £7.50.

Closures and cuts as LRC rationalise

LRC Products Ltd are undertaking a major programme of reorganisation, concentrating on their latex-based products and proprietary medicines, with the aim of "substantially increasing profitability and improving service to all customers".

The product range has been pruned with many familiar products such as Keatings powder and Camberwick Green toothpaste transferred to other companies, or discontinued.

The company has also restructured its field sales operation and a single force of salesmen will now operate.

Streamlining production facilities has already resulted in the closure of Stockwell Green and Southampton factories. Head office operations, including sales and marketing, have been transferred to Chingford.

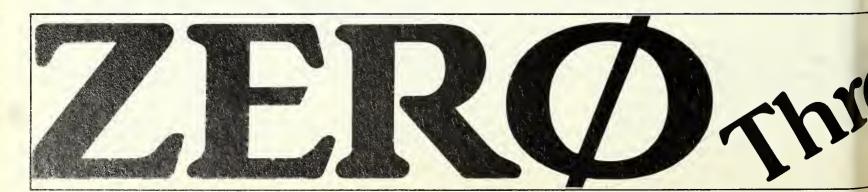
Distribution will now be operated out of two main centres—Ponders End in Middlesex, and a new northern warehouse to be opened in Newcastle-under-Lyme. Current deliveries from regional depots will go by August.

"The company is leaner and more financially sound than it has been for some time, and we're now devoting all our energies to our strongest areas of expertise—Marigold gloves, Durex contraceptives and medicines," says managing director, Mr George Palmer.

S&N shaving soap?

Smith & Nephew may introduce Nivea shaving soap to the UK, currently manufactured in Pakistan. The product is not available in this country, but in answer to a question from the floor at the company's annual general meeting in London, last week, Mr Kenneth Kemp, chairman, said they would consider the situation.

First quarter results showed a healthy 12.7 per cent rise in pre-tax profit to 6.1 million. Sales for the 12 weeks to March 28 were £55.8m—up 3.3 per cent.



Optimism as N&P continue to improve

Cash and carry wholesalers Nurdin & Peacock have moved ahead again with a 23 per cent increase in pre-tax profits to £8.65 million, in the year to December 31, 1980. Turnover was up from £281.2m to £345.4m.

The trading picture for the year has shown a steady increase in sales throughout, but within this the mix of business has changed, with drinks and tobacco sales putting up a strong performance. Non-foods have held up, but have lost some share.

Mr W. M. Peacock, chairman, believes the company will continue to benefit by the trends in shopping habits, remarking in a statement: "The increasing number of out of town superstores and subsequent reduction in supermarkets does in fact play into our customers' hands."

NEB/NRDC merger

The National Enterprise Board and the National Research Development Corporation are to merge. The Department of Industry has confirmed that the separate identities of the bodies will be lost, but details of how the operation will be affected are not yet officially available.

A further elaboration of the situation is expected when the NEB's annual report is released this week, after C&D had gone to press.

One problem which will hinder the amalgamation is finding the Parliamentary time for the necessary legislation and this could cause considerable 'delay.

Appointments

Sefton Bulk Pharmaceuticals Ltd: Mr Kenneth Goodman, MPS, has been appointed director and general manager. He was previously commercial director of the company, which is the Glaxo subsidiary responsible for sales of bulk chemicals produced by the group.

MARKET NEWS

Interest wanes

London, May 19: The improved buying interest noted recently in several sectors of the market appears to have been short lived; the past week was particularly quiet. The strong US dollar has sent sterling down to its lowest level for over a year and thus many imported oils and crude drugs are now costing

Among crude drugs, pepper and some of the balsams were dearer. Morocco was again offering coriander seed after a month's interval. Some senna prices have eased slightly —the new Indian crop, available from June, is expected to be reasonably good.

Mysore sandalwood oil on the spot and bois de rose for shipment were not available. Chinese citronella and Brazilian peppermint were agalin firmer.

Production of sulphuric acid by the National Sulphuric Acid Association was 724,327 metric tons during the first quarter of the year. This was down by nearly 24 per cen't compared with the same quarter of 1980. Consumption was also down, by 25.7 per cent.

Pharmaceutical chemicals

Amylobarbitone: Less than 100-kg £19.11 kg;

Amylobarbitone: Less man 190-ag 22.1.1 a.g., sodium £21.59.
Bromides: Ammonium, potassium, sodium, per metric ton in 50-kg lots £970; 250-kg lots £920; 1,000-kg £890.
Brucine sulphate: £45 kg.
Butabarbital: Acid £25.17 kg; sodium £26.81 kg in 50 kg lots

50-kg lots.

Butobarbitone: Less than 100 kg £22.88 per kg.

Calamine: BP £758 per 1,000-kg delivered

Kaolin: BP natural £181.25 per 1,000 kg; light
£189.10 ex-works in minimum 10-ton lots.

Phenobarbitone: In 50-kg lots £7.89 kg, sodium

salt £8.47. Phenylephrine hydrochloride: £89 kg in 50-kg lots;

Phenylephrine hydrochloride: £89 kg in 50-kg fc f92 in 10 kg.

Phthalylsulphathiazole: 50-kg lots £6.10.

Physostigmine: Salicylate £2.48 per g; sulphate £3.37 in 100-g dots.

Pilocarpine: Hydrochloride £328 per kg; nitrate £308 kg for 1-kg lots.

Crude drugs

Balsams (kg) Canada: Dearer at £12.15 on the spot; shipment £11.95 cif. Copaiba: unquoted. Peru: £9.65 spot, £9.45 cif. Tolu: £6 spot. Camphor: Natural powder £8 kg spot; £8.80, cif. Synthetic 96% £1.25 spot; £1.22, cif. Ipecacuanha: Matto Grosso no offers; Costa

Rican £27 kg spot; £33, cif.

Menthol: (kg) Brazilian £5.75 spot £5.90, cif.

Chinese £5.25 spot; £5.45, cif.

Pepper: (metric ton) Sarawak black £750 spot,
\$1,425, cif; white £1,000 spot; \$2,150, cif.

Seeds: (metric ton, cif). Anisc: China star £1,175

for shipment. Celery: Indian £460. Coriander:

Moroccan £250. Cumin: Indian £600. Fennel:

Indian £495. Fenugreek: Moroccan £300; Indian

£299. Scnna (kg) spot Alexandria pods hand-picked from £1.80 upwards; manufacturing £0.50 Tinnevelly faq leaves £0.44; pods, faq £0.42; hand-picked £0.50,

Essential oils

Bois de rose: £8 kg spot; shipment unquoted. Citronella: Ceylon £3.50 kg spot; £3.35, cif Chinese £3.40 nominal spot; £3.25, cif. Peppermint: (kg) Arvensis—Brazilian £5.45 spot; £5.45 cif. Chinese £3.30 spot and cif. American piperata £10. Petitgrain: Paraguay £8.90 kg spot; and cif. Sandalwood: Spot Mysore unquoted. East Indian £45 kg spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Wednesday, May 27

West Metropolitan Branch Pharmaceutical Society, Charing Cross Hospital postgraduate medical centre, Fulham Palace Road, London W6, at 7 pm. Annual meeting followed by talks and discussion on "Ostomy care". Buffet meal with wine from 7 pm.

Friday, May 29

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Speaker from the Milk Marketing Board on "English Cheeses".

Advance Information

Advance Information
Phanna '81, Atlantis Hotel, Doltschiweg 234,
CH-8055 Zurich, Switzerland, June 10-12.
Programme includes "The cost effectiveness of alternative forms of treatment", "European regulatory systems", and "The implications for management of new directions in pharmaceutical research", Further information from Management Centre Europe, Avenue des Arts 4, B-1040 Brussels (Belgium); telephone 219.03.90; telex 21.917

Europe Software Fair, Margriethall, Royal Netherlands Industries Fair, Utrecht, June 2-4. Industrial and Trade Fairs Ltd present the International scientific, educational, medical and industrial laboratory equipment exhibition, Grand hall, Olympia, June 2-5. Details from Mr A. Lee, Industrial and Trade Fairs Ltd, Radcliffe House, Blenheim Court, Solihull B91 2BG.

Institute of Packaging, The White House, University of Sussex, June 7-9 and June 10-12. Residential courses on "Packaging of cosmetics and toiletries" and "Plastics in packaging". Open to non-members. Details from Education officer, Institute of Packaging, Fountain House, Ia Elm Park, Stanmore, Middlesex.

Report of Monopolies and Mergers Commission on non-cost justified discounts to retailers. University of Leicester, one day conference on June 12. Chaired by Mr Gordon Borrie, director general of fair trading Fee £35, closing date June 1. Contact Mrs Penny, conference secretary on 0533 554455, extension 242.



For further information and Free sample contact:

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X2 — SALFORD (LANCA-SHIRE) — Lock-up shop serving council estate, turnover to 31st March 1981 expected £90,000. Based on 1,600 scripts per month. Rent £750 per annum. Reasonable offers considered for goodwill and fixtures to effect a good sale.

X3 — NORTH WEST LANCA-SHIRE — Large excellently modernised and fitted-out property close to town centre. Turnover to April 30th, 1981, £116,000. Scripts average 2,000 per month. Good future potential. Freehold property £27,500. Goodwill, fixtures and fittings £12,000. S.A.V. approx. £20,000.

X4 — SOUTH WEST LANCA-SHIRE — This shop is situated in a very pleasant residential area close to the town centre and includes 3/4 bedroom living accommodation. Turnover to 31st August 1980 £86,586 with scripts averaging 1,700 items per month. Property available for sale at £40,000 or will

lease, price at £1,500 for goodwill and fixtures plus stock at valuation £15,000.

X5 — LEEDS — This easily run lock-up shop on rent at £2,000 per annum stands in a busy shopping area close to the centre of Leeds, turnover to 30 September 1980 was £78,652 showing good profit. Scripts average 1,100 per month, goodwill, fixtures and fittings £6,000 plus stock at valuation.

X6 — NORTH WIRRAL — Lock-up council property on low rent, good profits, scripts average 1,200 per month. Turnover £65,000 per annum, goodwill, fixtures and fittings £1,000 plus stock at valuation approximately £8,000.

X7—SOUTH MANCHESTER—Pleasant residential area. Scripts 1,300 per month, turnover to 30th August 1980 £63,625. Lock-up premises on rent at £1,660 per annum. Goodwill and fixtures £2,000 plus stock at valuation approximately £9,000.

X8 — CHESHIRE/LANCA-SHIRE BORDER — This high street Pharmacy offers considerable scope for improvement by an energetic owner. Scripts average 1,500 per month. Turnover over £80,000 per annum. Freehold property for sale at £17,000. Goodwill and fixtures £3,500. Stock at valuation approximately £12,500. The present owner is retiring.

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NORMAL HAIR

GREASY HAIR MEDICATED DRY HAIR

CONDITIONING TREATMENT

new bottles and chic black and white cartons. HIGH PROFIT MARGINS — ATTRACTIVE FRENCH OF LONDON flair in stylish Packaged with the usual DISCOUNTS.

Send attached order card now.

230ml 8ft.oz

Supplement to the Chemist and Druggist May 30 1981

Name

Address

			Re	commended	Pack
		NATURAL HENNA RANGE		Retail each	Trade
		HATOHAE HEIMA HANGE		(incl. VAT)	Price
Sachets		3 doz Shampoo — Normal Hair		25p	£4.89
	***************************************	3 doz Shampoo — Greasy Hair		25p	£4.89
		3 doz Shampoo — Dry Hair 3 doz Shampoo — Medicated		25p	£4.89
		3 doz Shampoo — Médicated		25p	£4.89
		3 doz Conditioning Treatment		25p	£4.89
Bottles		6 only Shampoo — Normal Hair	230ml	£1.45	£4.80
		6 only Shampoo — Greasy Hair	230ml	£1.45	£4.80
		6 only Shampoo — Dry Hair 6 only Shampoo — Medicated	230ml	£1.45	£4.80
		6 only Snampoo — Medicated 6 only Conditioning Treatment	230ml	£1.45	£4.80
	***************************************	6 only Conditioning Treatment	230ml	£1.45	£4.80
Sachets		3 doz. Lemon Cream Shampoo		25p	£4.89
		3 doz. Olive Oil Cream Shampoo		25p	£4.89
		3 doz. Herb Cream Shampoo		25p	£4.89
	•••••	3 doz. Lemon Liquid Shampoo		25p	£4.89
		3 doz. Olive Oil Liquid Shampoo 3 doz. Herb Liquid Shampoo		25p 25p	£4.89 £4.89
		3 doz. Bonne Sante Shampoo		25p 25p	£4.89
		3 doz. Rum Shampoo		25p	£4.89
		3 doz. Plus Egg Shampoo		25p	£4.89
love			110		
Jars	•••••	6 only Lemon Cream Shampoo 6 only Olive Oil Cream Shampoo	112g	£1.40	£4.56 £4.56
			112g 112g	£1.40 £1.40	£4.56
		6 only Herb Cream Shampoo 6 only Bonne Idee Recond. Cream	100g	£1.75	£5.70
		c c.i., Boiline Ideo Necolia. Greati	loog	21.73	20.70
Bottles		6 only Lemon Liquid Shampoo	142mI	£1.20	£3.92
		6 only Olive Oil Liquid Shampoo	142ml	£1.20	£3.92
		o, =q =	142ml	£1.20	£3.92
	•••••		142ml	£1.20	£3.92
	•••••		142ml	£1.20	£3.92
	•••••	6 only Bonne Sante Shampoo	142ml 1 litre	£1.40	£4.56
		2 only Lemon Liquid shampoo 2 only Olive Oil Liquid Shampoo	1 litre	£4.75 £4.75	£5.16 £5.16
		2 only Herb Liquid Shampoo	1 litre	£4.75	£5.16
			1 litre	£4.75	£5.16
	***************************************	2 only Plus Egg Shampoo	1 litre	£4.75	£5.16
		2 only Bonne Sante Shampoo	1 litre	£5.50	£5.96
		6 only Balsam Hair Treatment	142ml	£1.62	£5.40
			1 litre	£5.50	£5.96
		6 only Herb Foam Bath	142ml	£1.75	£5.70
Г.,	•••••	2 only Herb Foam Bath	1 litre	£6.75	£7.34
For	***************************************	6 only Medicated Shampoo for Men		£1.40	£4.56
Men		6 only Rum for Men	142ml	£1.20	£3.92
Tubes		1 doz. Olive Oil Cream Shampoo	53g	85p	£5.54
		6 only French Buoyance	53g	£1.10	£3.60
Aprendi		Conty Carry Cat Hairman	205 -	00.50	00.45
Aerosols		6 only Spray Set Hairspray	385g	£2.50	£8.15
		6 only Spray Set Hairspray	164g	£1.75	£5.70
Hair		6 only Hair Colourstreak Tiger Bronz	e	£1.25	£4.08
Streak		6 only Hair Colourstreak Demon Gol		£1.25	£4.08
Olloan		6 only Hair Colourstreak Quicksilver		£1.25	£4.08
Brush		6 only Hair Brush — Handbag size		£1.95	£6.36
0					
Soap		1 doz. Lemon Cream Soap	72g	95p	£6.20
	••••••	1 doz. Olive Oil Cream Soap	72g	95p	£6.20
Beauty		Unique Beauty Treatment			
Treatmen	t	Mask and Cream in display box		£7.50	£4.10
Products		Collagen Protein Skin Control Crean	1	27.00	0
		(jar 1Ŏ8g)		£4.90	£2.66
		Pink Ice Health & Beauty Mask		£3.75	£2.05

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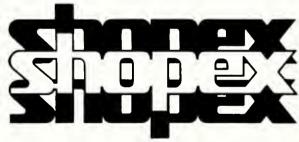
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